



During the nationalist uprising in Algeria and Morocco in which 1940 nations and French were slain in six days of violence, French women were given guns to protect themselves as best they could. This group was photographed in Casablanca. (Continued)

Lacy's Chants Song

Norris Says Union Boosted Discontent

VANCOUVER (C.P.)—A charge on unions "Cost Brown" re that the union movement and itself "discontented" within the Norris was referring to a speech he made before a trade union conference in the city last week. Norris said that the union movement had been "discontented" within the Norris was referring to a speech he made before a trade union conference in the city last week. Norris said that the union movement had been "discontented" within the Norris was referring to a speech he made before a trade union conference in the city last week.

France Pours Oil On Troubled Africa

PARIS (Reuters)—France will pour oil on troubled Africa, another move to help the continent's economic recovery, it was announced today. The move is part of a plan to help the continent's economic recovery, it was announced today. The move is part of a plan to help the continent's economic recovery, it was announced today.

Vancouver Hit Again

'Precision' Bandits Escape with \$10,000

VANCOUVER (C.P.)—Four and four customers at a restaurant tonight, Sept. 1, when the bandits escaped with the money. The bandits escaped with the money. The bandits escaped with the money. The bandits escaped with the money. The bandits escaped with the money.

City Cyclist Makes It

VANCOUVER (C.P.)—The first of the city's first bicycle race, the Vancouver Cycling Club, was held last night. The first of the city's first bicycle race, the Vancouver Cycling Club, was held last night. The first of the city's first bicycle race, the Vancouver Cycling Club, was held last night.

PGE Tenders Opened

Tenders for the first "steel" bridge over the Skeena River, B.C., will be opened today. Tenders for the first "steel" bridge over the Skeena River, B.C., will be opened today. Tenders for the first "steel" bridge over the Skeena River, B.C., will be opened today.

LESS ASHES

A total of around 100,000 lbs of ash will be removed from the site of the explosion, it was announced today. A total of around 100,000 lbs of ash will be removed from the site of the explosion, it was announced today.

Let's them grow right

The internationally famous "RESEARCH" LAST

Here is a shoe that you cannot resist. For all the children and plenty of room for the feet. Let's them grow right. The internationally famous "RESEARCH" LAST. Let's them grow right.

MODERN SHOE CO.
Yates at Government
FRED CANNON-RETT

ARTHUR ASH MEN'S SHOES
1236 Government St. 6-4841

OLD COUNTY BOOT STORE
835 Johnson St. 5-7011

LABORS & P DAY WEEK-END Specials

- APRICOTS, 2 39¢
- WHEAT THINS, 2 45¢
- WAFFLE SYRUP, 1 59¢
- WAS-TEX, 30¢
- HERRINGS, 2 37¢
- KERNEL CORN, 2 35¢
- SCOTT & PEDEN'S MEAT SPECIALS: WHITE VINAIGRETTE 99¢, TOMATO BUTTER 29¢, VEGETABLE SOUP 2 27¢, CREAM OF TOMATO SOUP 2 27¢, BAKED BEANS 3 29¢
- MEAT DEPT. VALUES! SPRING LAMB 75¢, POT ROAST 49¢

Preserving B.C. Apples and Peaches at Market Prices... Jars and Fittings of All Kinds!

Scott & Peden's

DELIVERY SERVICE—4-7181 FREE PARKING

Standard Sensational 3 ROOM BOUTFIT

HOMEMAKER'S GROUP

LIVING ROOM

- Comfortable Lounge and Chair
- Modern Table
- Modern Chair
- Modern Bed
- Modern Bed
- Modern Bed

BED ROOM

- Modern Bed
- Modern Bed
- Modern Bed

KITCHEN

- Modern Kitchen
- Modern Kitchen
- Modern Kitchen

\$399

PAY ONLY 39.90 DOWN

Plus only 3.90 per month for 18 months, including carrying charges. Tax extra.

ONLY at STANDARD

could you find 3-room groups of such quality and expensive construction for such low, low prices! Mass Purchasing, Direct Rail Connections, Streamlined Handling Facilities... these add up to THE BEST FOR LESS at Standard in Victoria!

23-PIECE MONEY SAVER'S GROUP

LIVING ROOM

- Modern Lounge and Chair
- Modern Table
- Modern Chair
- Modern Bed
- Modern Bed
- Modern Bed

BED ROOM

- Modern Bed
- Modern Bed
- Modern Bed

KITCHEN

- Modern Kitchen
- Modern Kitchen
- Modern Kitchen

\$599

PAY ONLY 59.90 DOWN

Plus only 5.90 per month for 18 months including carrying charges. Tax extra.

EXCHANGE PRIVILEGE, TOO!

If, for any reason, you would prefer other pieces than are shown here, you can arrange to make exchanges within the group! Remember, too, each room-group can be purchased separately!

★ FREE PARKING! FREE DELIVERY!

Standard FURNITURE

DEPT. OF VICTORIA

Phone 2-5111

Out of Towners can call Standard's Order Office COLLECT

Standard is best—the Largest—with lowest prices in the West

Letters to the Editor

Only the Start?
The Saskatchewan papers have been getting the \$1000 raise in their taxes in 1956.

The referendum proposal will only add to the voters where they want to live. It is not a referendum, and that is only the start. It is a referendum on the present or future of the province. It is not a referendum on the future of the province. It is not a referendum on the future of the province.

Perhaps a replica of the Van der Zee (13) had been in the province. It is not a referendum, and that is only the start. It is a referendum on the present or future of the province. It is not a referendum on the future of the province. It is not a referendum on the future of the province.

Missed One
I was the Colonel of Aug 2, 1955. The German General, who was killed in the war, was the one who was killed in the war. He was the one who was killed in the war.

Whites Face Charge In Negro's Slaying

GREENWOOD, Miss. (UPI) — Police officers arrested a white man charged with slaying a Negro. The man was charged with slaying a Negro. The man was charged with slaying a Negro.

While the National Association for the Advancement of Colored People called on the government and Gov. Hugh White to take quick action in the case, Gov. White said he had not heard from anyone about the killing.

Sea Lion Hunters Missing
VANCOUVER (CP) — A search was started Wednesday for two Vancouver men missing on a sea lion hunting expedition in the north end of Vancouver Island.

They were last seen on the north end of Vancouver Island. They were last seen on the north end of Vancouver Island. They were last seen on the north end of Vancouver Island.

Murder Trial Set for Cook

QUEENSBURG, Pa. (CP) — A trial was set for a man charged with slaying a woman. The man was charged with slaying a woman. The man was charged with slaying a woman.

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Out of His Element



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Ottawa, Provinces Should Pay Education, Welfare—Mayors

EDMONTON (CP) — The notion that the provinces should pay for education, welfare, and other social services is gaining momentum among city mayors. The notion that the provinces should pay for education, welfare, and other social services is gaining momentum among city mayors.

But Mayor Robert Simpson of Edmonton, the federation president, says that the provinces should pay for education, welfare, and other social services. But Mayor Robert Simpson of Edmonton, the federation president, says that the provinces should pay for education, welfare, and other social services.

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Billy Saltsitz, Vancouver, B.C. 5
Thursday, September 1, 1955

Mayor Don Mackay of Calgary, outlining a plan of the federation, said the federal government should pay for education, welfare, and other social services.

The federation also wants the federal government to take over the social services. The federation also wants the federal government to take over the social services.

Dealing with municipal government, the federation wants the federal government to take over the social services. Dealing with municipal government, the federation wants the federal government to take over the social services.

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RCA VICTOR
CAR RADIO
ONLY \$59.95
KING T.V. & RADIO

IT WAS HIS HEADACHE!

what to do with

1050 SKIRTS

That was his problem . . . how to dispose of them without annoying his customers . . . then Mr. Eddy came on the scene . . . he stepped in and solved the problem . . . helped him out while helping you . . . our customers to the greatest value you'll ever see.

So Now They Come to You as Manufacturer's Surplus

800 of 'em

In tweeds, worsteds, authentic tartans, 100% wools and some felts. Straight styles, unpressed plaits and all-round plaits, also flairs . . . Plain colors and checks.

Regular \$14.95 to \$21.95 and now

COTTON SKIRTS TOO

250 of 'em

Reg. \$7.95 to \$14.95 NOW

\$3.95 \$4.95 and \$5.95

Just what you need in these hot summer days . . . perfect too for wear around the house or for square dancing

... AND USE YOUR PLAN-A-COUNT TOO

Take advantage of this simple way to pay. No interest . . . no carrying charges . . . no extras and six months to pay.

Modern store for the modern woman and her children

ON, OVER AND UNDER DOUGLAS

Let GAMAGE'S Show You

HOW TO LIVE BETTER AT LESS COST

with an

ALL NEW 1955 RCA Stratofrost HOME FREEZER

12 Cu. Ft. Model

Pay as Little as \$6.00 Per Week!

Refrigerated Shelves — plus one extra — no refrigerator coil.

Full-size freezer — built-in 45 lbs. of frozen food.

SEE ALL THE NEW MODELS AT

GAMAGE'S

2024 DOUGLAS PH. 4-2424

Racing Selections

Racing Results and Overnight Entries

City Cricketers Host Two Visiting Teams

VANCOUVER CRICKETERS

1. **British Columbia** vs. **Victoria**
 2. **British Columbia** vs. **Victoria**
 3. **British Columbia** vs. **Victoria**
 4. **British Columbia** vs. **Victoria**
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Vancouver

1. **British Columbia** vs. **Victoria**
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Del Mar

1. **British Columbia** vs. **Victoria**
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 9. **British Columbia** vs. **Victoria**
 10. **British Columbia** vs. **Victoria**

O.C. Rugby

When matches will be played at 11 a.m. with the first game starting at 11 a.m.

Victoria players will meet Vancouver players at the Victoria Cricket Ground.

Victoria players will meet Vancouver players at the Victoria Cricket Ground.

FOR COLLINS OR COCKTAIL

Corby's London Dry Gin

Corby's London Dry Gin

Corby's London Dry Gin

Corby's London Dry Gin

Corby's London Dry Gin

Corby's London Dry Gin

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Corby's London Dry Gin

Corby's London Dry Gin

Corby's London Dry Gin

New Way Relieves Arthritic, Rheumatic Pain Without Pills

Greaseless, odorless cream penetrates deep, speeds flow of fresh, rich blood into sore areas, helps drive away pain-producing pressure.

Arthritis, Rheumatism, Gout, Osteoarthritis, Neuritis, Sciatica, Backache, Neck Pain, Headache, Migraine, Menstrual Pain, Labor Pain, Post-Natal Pain, All types of rheumatic and arthritic pain.

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Remember When:

Robert Pearce, Canadian professional basketball player, finished 10th in the 1954-55 season.

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Major League Plate Leaders

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Major League Plate Leaders

Major League Plate Leaders

Major League Plate Leaders

Major League Plate Leaders

COMPLETE School Supplies FREE Theatre Tickets

HEY KIDS!

EVERYBODY'S GOING TO CUNNINGHAM'S!

BACK-TO-SCHOOL Theatre Party!

Hurry! Hurry! Cunningham's help you celebrate Back-to-School with FREE THEATRE TICKET with each purchase of school supplies or vitamins amounting to \$3.00 or more. The tickets are good up to September 30th for one student matinee admission at the ODEON and PLAZA in Victoria.

COMPARE THIS FOR VALUE!

LOOSE LEAF BINDERS

Cunningham's LOW PRICE... \$3.99

Cunningham's LOW PRICE... \$3.99

Cunningham's LOW PRICE... \$3.99

Cunningham's LOW PRICE... \$3.99

Cunningham's LOW PRICE... \$3.99

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Cunningham's LOW PRICE... \$3.99

Why are women more exposed to cancer?

Just what is the relationship between a woman's sex and cancer? Is a woman more likely to develop cancer if she has borne children? How can women protect themselves against cancer of the reproductive organs?

In September Reader's Digest a noted doctor answers these and other vital questions, tells simple emergency women should follow for protection against the reproductive organs.

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Woodward's STORES (Victoria) LTD.

QUALITY... LOW PRICES... PHONE 2-7231

Imported Sweater Beauties

Shop early for your selection

SALE DEMONSTRATOR Sewing Machines

Necchi, Bernina, Beacons

WOODWARD'S SEWING CENTRE 750 PANDORA AVENUE

NORGE AUTOMATIC WASHERS

AT WOODWARD'S

Free demonstration without obligation!

Installation To Approved Plumbing No Extra Cost!

NEW LOW PRICE \$379.00

Your Post-War Kannel Tub Washer Allowance \$100.00

YOU PAY ONLY \$279.00

TERMS AS LOW AS \$3.00 PER WEEK

GETTING IT AT YOUR BEST

WOODWARD'S GUARANTEE

Woodward's

No One Else Registered Buying QUALITY and Good Quality Costs No More at WOODWARD'S

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134 REGISTERED PHARMACEUTISTS TO FILL YOUR PRESCRIPTION NEEDS

Cunningham's

COMPLETE School Supplies

Men's for REAL ENGLISH SHOES

69¢ to 1.49

Woodward's Home Appliances

GETTING IT AT YOUR BEST

WOODWARD'S GUARANTEE

HAPPY

holiday foods

from



PRICES
EFFECTIVE
THURSDAY
FRIDAY
SATURDAY
SEPT. 1-2-3

You'll make your Labor Day Holiday the best ever by shopping at your neighborhood Red & White Stores. You'll find all the delicious, mouth-watering foods that are sure to make this the holiday of holidays. Red & White are proud to bring you the variety and quality to please YOU in your shopping and YOUR family in their "Happy Holiday Eating"...

Heinz Outdoor Foods

TOMATO KETCHUP	13-oz. bottle	39¢
HAMBURGER RELISH	12-oz. jar	39¢
HOT-DOG RELISH	15-oz. jar	39¢
CUCUMBER PICKLES	12-oz. jar	31¢

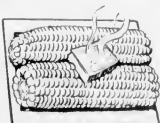
Green Giant Products

NIBLETS WHOLE CORN	14-oz. tin	22¢
MEXICORN NIBLETS	14-oz. tin	24¢
CUT WAX BEANS	15-oz. tin	21¢

ROBIN HOOD FLOUR

SAVE UP TO 40¢ BY USING
THE COUPONS ON EACH BAG

10-lb. bag (50¢ Coupon)	69¢	24-lb. bag (10¢ coupon)	1 69
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CORN-
ON-THE-
COB

TENDER, GOLDEN COBS 6 for 39¢

SUNKIST GRAPEFRUIT 100s 6 for 35¢

OKANAGAN DECHERS APPLES 2 lbs. 27¢

B.C. GROWN FIELD TOMATOES 19¢ 5-lb. basket 89¢

CALIFORNIA SEEDLESS GRAPES 2 lbs. 23¢

★ PINEAPPLE

Q.T.F., Crushed
15-oz. tins

2 for 43¢

★ FRUIT JUICE

Donald Duck, Blended
Orange and Grapefruit, 20-oz. tins

4 for 55¢

★ TOMATO SOUP

AVILMER
10-oz. tins

4 for 49¢

Foods for Good Eating

Salad Dressing	Nalley's Salad Time, 24-oz. jar	62¢
Pickles	Lynn Valley, Sweet Mixed, 16-oz. jar	27¢
Peanut Butter	Squirrel, 16-oz. Mason Jar	36¢
Marmalade	Aylmer, Seville Orange, 4-lb. tin	62¢
Strawberry Jam	Nabob, Pure, 24-oz. jar	63¢
Dad's Oatmeal Cookies	Nalley's, 8-oz. bag	30¢
Potato Chips	Nalley's, 8-oz. bag	37¢
Meat Spreads	Puritan, Assorted, 5-oz. tin	2 for 29¢
Chicken	Bonns, Solid Pack, 5-oz. tin	69¢
Deep Brown Beans	Libby's, 15-oz. tins	2 for 39¢
Meat Balls	Puritan, 15-oz. tin	39¢
Corned Beef Loaf	Donlon, 12-oz. tin	33¢
White Cake Mix	Purity, pkts.	2 for 45¢
Cream of Wheat	Purity, large pkt.	30¢
Sugar Jets	Ceresel, pkt.	29¢
Wheaties	Flakes Cereal, pkt.	27¢
Freshies	Fruit Flavors, pkts.	5 for 29¢
Imported Toffee	Faultless, 12-oz. cello	35¢

Items You'll Need

GOOD LUCK MARGARINE	2 lbs.	73¢
SOLO MARGARINE	2 lbs.	61¢
QUARTET MARGARINE	2 lbs.	61¢
ALLSWEET MARGARINE	2 lbs.	73¢
PUREX TISSUE	regular rolls, 4 for	45¢
WAX PAPER REFILLS	K.D., 100-ft. roll	25¢
OLD DUTCH CLEANSER	2 for	33¢



10¢ OFF GIANT
5¢ OFF LARGE
SPECIAL PACK PRICES
large box

38¢ 75¢

DOUBLE
SAVING!



SPECIAL PACK PRICE
GIANT SIZE ONLY

68¢

SEE YOUR FAVORITE RED & WHITE STORE FOR COMPLETE SCHOOL SUPPLIES

• BAYVIEW STORE
Cobbie Hill
• BELMONT PARK
151 Belmont Rd., R.R. 1
• BURNSIDE GROCERY
101 Burnside Road
• CUNNINGHAM
R.R. 2, Fish Lake
• FAIRMATH GROCERY
1061 Douglas Street

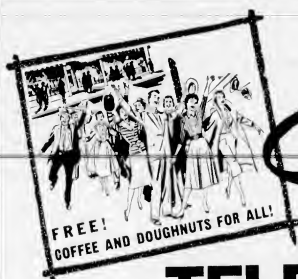
• FIELD'S GROCERY
899 Esquimalt Road
• GORDONWAY GROCERY
309 George Road West
• HOLLYWOOD GROCERY
1701 Lilian Road
• JULIE'S MARKET
1803 Fort Street
• LAKE HILL FOOD MARKET
1007 Hillside Avenue

STORES MARKED * OPERATE COMPLETE MEAT MARKETS

• MOORE'S FOOD CENTRE
431 Cook Street
• MCKENNA'S GROCERY
Cordova Bay P.O.
• OGDEN POINT MARKET
141 Moore Street
• PETER'S GROCERY
Lanctot
• ROBINSON'S GROCERY
1007 Hillside Avenue

• SHOPPING BASKET No. 1
1214 Bay Street
• SHOPPING BASKET No. 2
3006 Douglas Street
• STAN'S RED & WHITE
Hillside
• PARKWAY GROCERY
281 Niagara Street
• PETER'S GROCERY
1007 Cook Bay Avenue

★ RED & WHITE FOOD STORES ★



**IRENE'S — Across from the Bay,
ANNOUNCES THE**

Grand Opening
TONIGHT—AT 7:00

OF HER TELEVISION SALON
AT GORGE ROAD and TILlicum

★ Admiral ★ Philco ★ Motorola ★ General Electric ★

Admiral
1956 21" TELEVISION



The Mailand

The "Mailand" WITH TOP FRONT TUNING
• New Super Cathode Chassis... world's most powerful!
• Giant 21" Aluminized Picture Tube with deep-tinted Optic Filter.
• TV controls where they belong... up top... out front.
• "Tilt-out" front preference controls.
• Powerful 6" x 3" speaker. New "off-the-floor" cabinet styling.

GRAND
OPENING
PRICE

\$339.95

\$10 DOWN DELIVERS!

ADMIRAL
"Dochrane"

21" table model with Admiral's
great new features. Complete
with legs.

GRAND OPENING PRICE

\$249.95

\$10 DOWN DELIVERS!



DOOR-BUSTER SPECIAL!
FREE
2-Piece Chesterfield

To the First 12 Customers Purchasing
21" TV Sets with Antennas

IF YOU ARE ONE OF THE FIRST LUCKY 12 —
YOU WILL RECEIVE A TV LAMP WITH YOUR PURCHASE!

NOT
EXACTLY
AS
ILLUSTRATED

SENSATIONAL G-E PORTABLE TV!

17" handy portable TV with aluminized picture tube, sculptured tube mask for 25" wider angle viewing. Famous G-E ultra-vision, weighs only 45 lbs. Built-in antenna, front mounted controls.

GRAND OPENING STAR SPECIAL

\$10 DOWN DELIVERS



New Motorola TV
For Finest TV Performance Anywhere!



6 Only!
21" DE LUXE
CONSOLES

Big Look 21" picture... 5" speaker... good sound. Built-in Tenna. Advanced Butler 82 Tubes and other great Motorola features.

REGULAR PRICE

\$399.50

YOU PAY ONLY

\$299.50

\$10 DOWN DELIVERS

6 ONLY! — DE LUXE MOTOROLA TABLE MODELS

REGULAR PRICE \$399.50

YOU PAY ONLY

\$269.50

FOR FREE HOME DEMONSTRATION PHONE 3-5502

7 P.M. OPENING

**EXTRA
SPECIAL**

21" TABLE MODEL

Table tuning aluminized picture tube. Regular \$209.50.

EXTRA SPECIAL

\$188.00

\$10 DOWN DELIVERS

LIMITED NUMBER

21" CONSOLES

A superb opportunity to get high grade TV at low cost. Sorry for this Regular \$209.50.

EXTRA SPECIAL

\$269.00

\$10 DOWN DELIVERS

NOTE: Free Chesterfield Set Included in This Offer!

1956 PHILCO TV
With Custom-Styled Fingertip Tuning!

21" TABLE MODEL

The value of the year... extra large 21" aluminized picture tube and filter glass for easy viewing. Tune as bright, richer in contrast. Finest viewing enjoyment!

GRAND OPENING SPECIAL

\$259.95

\$10 DOWN DELIVERS



**21" 1956 PHILCO
CONSOLE MODEL**

Distinctive new style! Daring fingertip tuning, extra large 21" aluminized picture tube and glass. Picture power period 30A, classic. Equipped with built-in aerial and Phonorec. Acoustic Lens.

GRAND OPENING PRICE

\$299.95

\$10 DOWN DELIVERS

Limited Quantity!



FREE PARKING!

FREE COFFEE and DOUGHNUTS!

OPEN AT 7 P.M.

IRENE'S TELEVISION SALON

FOR FREE HOME
DEMONSTRATION
PHONE 3-5502

GORGE ROAD and TILlicum

FOR FREE HOME
DEMONSTRATION
PHONE 3-5502

Around the Island

Ladysmith Hospital To Get Grant

LADYSMITH—a grant for the proposed new Ladysmith general hospital, has been approved, according to word received here from Health Minister Eric Martin.

Charles Roberts of the principal planning committee said a recent meeting of the board of directors that decided plans will bring the construction costs within the \$200,000 estimate. He said the grant would be ready next month.

The proposed new hospital will have some 30 beds and will be built on the site of the general hospital. Construction is expected to start next spring.

Architects are Whitaker and Wray of Victoria.

GANGE—James Galbraith, 36, of Vancouver, was killed in an industrial accident at Prince Rupert, the B.C. MP reported yesterday.

Employed by Nacpac, Galbraith was working on a ship when his arm was caught in a moving cable and was killed.

CHEMISTS—Winner of the 1954 and 1955 Cdn. Club Championships, held Sunday, was Steve Kowalsky of Seattle, who won the 20-point right-angle spring station and the 10-point boat and outboard engine.

Runner-up was H. Dixon of Caledon, with a 25-point spring caught off the boat.

CD Plan Review Urged

NANAIMO (UPI)—A local civil defense official has urged drastic amendments to a schools evacuation plan drawn up two years ago in case of atomic attack.

Jack Parker, who recently attended a school of atomic defense at Arlington, Ontario, said yesterday that although the plan is a good one, it is superior to other plans in the city, it is still seriously behind the times.

Parker will review the civil defense situation at a proposed meeting with the civil defense committee and the district school board.

PORT ALBERT—The weekly trophy given by the Port Albert Yacht Club to the member bringing in the most fish was won by Ben Hooper, whose catch was 12 two pounds, lighter than the record breaking 40 pounds weighed in here two weeks ago.

Second largest for the week ending Aug. 28 was a 31-pound yellow salmon caught by John Wrentham.

Yours Yachtmen for Junior Club members with his 34-pound yellow salmon. Some were weighed in at Port Alberne, others brought in from the Yacht Club.

The annual open derby, which in past years has won hundreds of fishermen out on the water, will be held Sept. 10.

Zoning By-Law Approved

NORTH COVICHAN—A zoning by-law and a by-law to regulate the subdivision of land within the municipality were approved at a special meeting of council Tuesday.

The by-laws will be sent to government officials in Victoria for their approval before public meetings are called to discuss them.

The two by-laws are designed to regulate and control development of the municipality so that the greatest benefit can be realized through planned and orderly growth.

Not new in the by-law but discussed and approved in principle is a clause which requires that for all large subdivisions some 10 per cent of the area be set aside for park purposes.

Bruce C. A. P. Marston explained that if a subdivision calls for 20 parcels of land, two of these parcels should be designated as park land. This would permit young children to reach playground areas in safety and be in controlled areas, he said.

PORT ALBERT—Appointment of a third member for the upper Vancouver Island area has retained the territory under discussion H. C. Campbell, which until



recently included Quincom and Parkville as well as Alton and the west coast of Vancouver Island as far north as Kyngess.

Inspector Chris Taylor will review Quincom area, with Courtney and Cumbie in his jurisdiction while south is pointed Inspector B. Harn.

He will take over the Central River district formerly included with Courtney.

PORT ALBERT—Architects for the South End primary school project will be consulted on revisions of plans for the building as recommended by the district committee of education.

A letter approving the plans with certain modifications was received by Minister of Education.

Changes included windows and callings and the board decided that before going to the Minister, McCarty and Tarnie representatives should be consulted. The letter was tabled for the next meeting to be held Sept. 12.

Chamber Officials Hail Diesel Train

Speedy at E & N Railway passenger schedules next month from Victoria and Courtenay was hailed yesterday by Island chamber of commerce officials as a progressive step which should benefit all Vancouver Island.

The new faster service is expected to go into effect Sept. 12.

Inspection of the new service will cut passenger regular service from 12 to 10 times a week, but will give Vancouver Island a faster service than ever before in the history of Island transportation.

Service offered by Vancouver Island Railway is greater than any previous line. The company now operates six rapid trips daily between Victoria and Courtenay, four round trips between Nanaimo and Port Alberne, four between Nanaimo and Campbell River, and six between Victoria and Vancouver by way of Nanaimo.

Head of Island in British Columbia

Head of Island in British Columbia, the "Dayliner" will be faster than two hours from present schedule and will maintain operating schedule.

Meanwhile, Canadian Pacific

Meanwhile, Canadian Pacific is planning to improve its service with introduction of the Island Freight service, limited between principal centres on Vancouver Island.

FORBID PLEASED

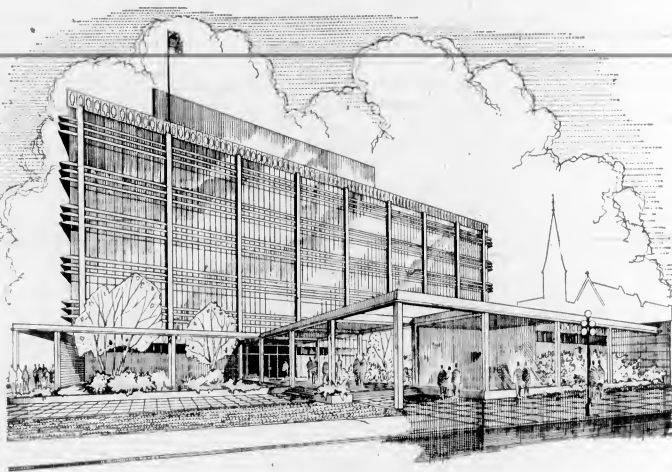
Hector Cormier, managing secretary of the Victoria Chamber of Commerce, greeted the proposed improvement of passenger service as a "very progressive step and one we're pleased to see."

At the other end of the line to be served by the "Dayliner," D. J. Macdonald, president of the Victoria Chamber of Commerce, said: "This really opens up the north end of the island for development. I feel the change is going to be advantageous to the whole of the Island."

As improved rail passenger service, he said, may help offset the decrease in freight tonnage on the Island high summer.

Legion 'Derby' Winners Listed

GANGE—Winners of the 1954 Spring Island Legion Derby were: 1st, J. B. Macdonald; 2nd, J. B. Macdonald; 3rd, J. B. Macdonald; 4th, J. B. Macdonald; 5th, J. B. Macdonald; 6th, J. B. Macdonald; 7th, J. B. Macdonald; 8th, J. B. Macdonald; 9th, J. B. Macdonald; 10th, J. B. Macdonald; 11th, J. B. Macdonald; 12th, J. B. Macdonald; 13th, J. B. Macdonald; 14th, J. B. Macdonald; 15th, J. B. Macdonald; 16th, J. B. Macdonald; 17th, J. B. Macdonald; 18th, J. B. Macdonald; 19th, J. B. Macdonald; 20th, J. B. Macdonald; 21st, J. B. Macdonald; 22nd, J. B. Macdonald; 23rd, J. B. Macdonald; 24th, J. B. Macdonald; 25th, J. B. Macdonald; 26th, J. B. Macdonald; 27th, J. B. Macdonald; 28th, J. B. Macdonald; 29th, J. B. Macdonald; 30th, J. B. Macdonald; 31st, J. B. Macdonald; 32nd, J. B. Macdonald; 33rd, J. B. Macdonald; 34th, J. B. Macdonald; 35th, J. B. Macdonald; 36th, J. B. Macdonald; 37th, J. B. Macdonald; 38th, J. B. Macdonald; 39th, J. B. Macdonald; 40th, J. B. Macdonald; 41st, J. B. 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NEW CONVENIENCE AT A NEW LOCATION

The New B.C. Electric Building, Pandora and Blanshard, Opens
Thursday, September 1st, Succceding Langley and Douglas St. Offices

Building a new home, whether it's a cottage or an office building, takes a lot of planning. Our new offices at 820 Pandora Avenue were no exception. The building had to be convenient for you. It had to provide our staff, the people who serve you, with modern aids to look after you efficiently. We wanted it to be attractive in appearance and a credit to Victoria's business area.

The architects, contractors and Victoria tradesmen who constructed the building have done a good job. The modern architectural treatment, lighting, air conditioning and dramatic use of colour in the building should be a useful source of ideas and inspiration to others.

The building provides excellent facilities for the public; and for the staff, formerly quartered in the Langley Street, Douglas Street and Rock Bay buildings, all Victoria landmarks.

In place of these scattered offices the new location will provide greater convenience for the 47,000 customers (doubled since 1939) who now use 300 million kilowatts of electricity a year.

At the new building you can pay accounts at the drive-in depot without leaving your car. There is generous parking area if you wish to take advantage of our free advisory services, which include lighting, home service, home planning, agricultural services, industrial gas and electric advisory services.

On your next call you will see the ways in which we have planned to serve you better.



B.C. Electric

The Courtroom Parade

One Year in Prison Penalty for Bilking Victorians of \$159

Defrauding Victorians of \$159.66 will send Harold Kamulak of Vancouver one year of freedom. He was sentenced today by Judge J. A. B. Macdonald, sitting in the Provincial Court at Vancouver.

Kamulak will appear in B.C. court today, where he will be sentenced on a charge of defrauding residents in the same way and will be sentenced to one year in the same way and will be sentenced to one year in the same way and will be sentenced to one year in the same way.

Arthur C. Brown, 419 Avelon, who police said, used through a shop-kept at Stanley and Belpo, into a collection of \$100,000, was fined \$100 for careless driving. His license was suspended.

Raymond F. Barrett, 219 Atlantic, pleaded guilty to a speeding violation, 30 m.p.h. over the limit, and was fined \$20. He had no previous record.

Stood 300 Years, House Threatened

MONTREAL (CP) — One of Montreal's most historic sites, the 300-year-old House of the Seigneur de la Rivière, is threatened by possible demolition.

The house, built in 1682, is one of the oldest in the city. It was built by the Seigneur de la Rivière, a French nobleman who owned the land on which it stands.

The house is now in the hands of the City of Montreal. It is in a state of disrepair and is threatened by possible demolition.

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Convicts Enjoying Summer Vacation

KAWENATON, Ont. (CP) — Can be arranged. Southall camp vans into have reduced prices arranged with luxury for 40 short-term inmates, and motels are shown from the Port Arthur jail this summer.

The prisoners are subjects of a recent study. They are sent to the camp for a period of 14 days, five days a week, after being released from the city.

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Sales office in new B.C. building.

On the Labor Front

Georgia Hotel Ruling Hits Labor Board

By BILL MAYOR

A Supreme court judgment has hit heavily at the Labor Relations Board over a two-year dispute between U.S. and C.I.U. unions.

Mr. Justice A. M. Manning in giving under the Labor Relations Board has ordered the union to pay the cost of the Georgia Hotel Ruling. The union has refused to pay the cost of the Georgia Hotel Ruling.

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Ring Same Number

The B.C. Electric's telephone number will remain 2-9331 when the company takes up its new building on Pandora at this date.

It is expected that the company will move into the new building by the end of the year.

More automatic in nature than the former "board" at Langley Street, the switchboard has been the same since June 1, 1954.

It will give public service from 8 a.m. until 11 p.m. every day of the year. Emergency calls between 11 p.m. and 8 a.m. will be routed to operational centres in order that there be round the clock service.

It is expected that the company will move into the new building by the end of the year.

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Congratulations—
B.C. ELECTRIC!
ON THE OPENING OF YOUR FINE NEW BUILDING

A. W. LUNEY & SONS
STEEL CONTRACTORS

1331 Admiral Road Phone 3-1178

CONGRATULATIONS TO THE B.C. ELECTRIC CO. LTD.

On the Official Opening of Your New Office Building

"SANKEY-SHELDON"

Steel Decks and Tables Manufactured to the Specifications of Their Engineers by

JOSEPH SANKEY & SONS (Canada) LTD.

South Fork, Ont.

Manufacturers of Steel, Iron, Aluminum, Steel, Castings and Foundry

CONGRATULATIONS TO THE BRITISH COLUMBIA ELECTRIC CO. LTD.

"SANKEY-SHELDON" Steel Decks and Tables supplied by

J. R. PIPES BUSINESS SYSTEMS

614 Fraser Ave., Victoria

Headquarters for steel office furniture and equipment

"ONE-WHITE" Systems, Paint, Automatic Elevator

Shop Accounts, Payable Plans, Card Systems

Business Plans, Etc.

executive suite furnishings
by
wilhelmine melnick
lester house ltd.

Our Congratulations

To the B.C. Electric Co. Ltd. on the completion of the impressive new building which is not only a great forward step in the progress of their firm, but a striking addition to our city's development!

We Are Proud to Have Participated in the Completion of this Building by Installing the

- COMPLETE PLUMBING SYSTEM
- HOT-WATER HEATING SYSTEM
- RAY HEAVY FUEL OIL BURNER
- GROUNDS SPRINKLER SYSTEM
- FIRE PROTECTION EQUIPMENT
- YOUNGSTOWN Steel KITCHENS

THIS GREAT MODERN BUILDING FEATURES THE LARGEST SINGLE PLUMBING AND HEATING INSTALLATION IN VICTORIA

PROVIDED BY

W. R. MENZIES & CO. LTD.

Since 1909

911 FORT STREET

PHONE 3-1122

Plumbing, Heating and Appliance Centre

"Congratulations"
to the **B.C. ELECTRIC**
on the Opening of Your New Office Building

FILING EQUIPMENT
Supplied by

"OFFICE SPECIALTY"
Manufacturing Co. Limited

For Service Contact Our Victoria Representative
Mr. C. A. McNICOLL, 718 Johnson St., Phone 2-3534

THE B.C. ELECTRIC CALLED FOR THE BEST

We supplied the highest quality lumber and building supplies. Our congratulations are a recognition of Victoria's finest new building.

THE B.C. ELECTRIC CALLED FOR THE BEST

We supplied the highest quality lumber and building supplies. Our congratulations are a recognition of Victoria's finest new building.

MOORE-HITTINGTON
CO. LTD.

Turn West at the Roundabout,
Two Block West of Bridge,
3611 BRIDGE STREET PHONE 2-1108

CONGRATULATIONS to the B.C. ELECTRIC CO. LTD.

We wish you every success in your new headquarters!

Our congratulations also to: SHARP & THOMPSON, BERNICK, PRATT & CHARLES E. CRAIG, Architects

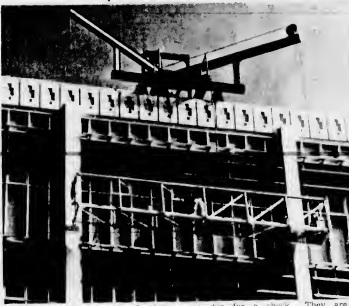
AND COMMONWEALTH CONSTRUCTION CO. LTD. on the completion of this magnificent new office building

We are proud to have been chosen for the painting and decorating of this outstanding new Victoria landmark.

ISLAND DECORATORS

1123 VANCOUVER ST. Phone 3-9058 Evenings 2-1470

Many Innovations Featured



He Ran It *Just Seventeen Hours*

Lights Burn Long As Workers Rush To Complete Move

Until long after midnight last night moving vans rolled through Victoria's downtown section in an attempt to move the B.C. Electric offices quietly and painlessly to their new home.

JOSEPH CHADDERTON
Big job of supervising construction of new BC Electric building was task of Joseph Chadderton, superintendent of work for Commonwealth Construction Co. His responsibilities included handling work schedules and direction of employees.

The schedule called for service being given at the old address until 5 p.m. Wednesday and at the new location on Pandora.

Conference Retreat Scheduled

A "conference retreat" will be held at Shawnigan Island school Sept. 9 to 11, to give Anglican youths on Vancouver Island some idea of the meaning and purpose of the sacred ministry of the church.

Rev. Douglas Kennell, dean of the conference, said yesterday that teenage boys and young men who are interested should apply to the registrar, Rev. H. J. Jones, St. Matthew's Langford.

Synod of the Moscow Russian Orthodox Church, which met at Christ Church Cathedral in April approved formation of a committee on the vocation to the sacred ministry as a standing group. A group of boys is invited to a preliminary conference in May by the standing committee suggested the

Firm Ready To Start School Jobs

The same firm will also start construction on the six-classroom Glenford elementary school, Glenford at Judah, at a cost of \$128,000.

The \$38,000 addition to the Twilight Homes project will be built on property adjacent to original units at Cedar Hill and Cedar Hill crossroads. Suits and Sons won the contract for building the bachelor suite unit.

E. J. Hunter and Sons will start work immediately on \$10,000 addition to the church at St. George the Martyr, Cedar Hill. Plans include a new

Post Awarded To McBurney

Cmdr. (S) John A. McBurnie, Jr., has been appointed sea supply officer aboard the cruiser Ontario, based here.

He succeeds Cmdr. (S) G. Geddes, Jr., who will leave home here to take up an appointment at HMCS Cornwallis, Canadian navy's big training base in Nova Scotia.

Cmdr. McBurnie entered the navy as a cadet in 1949.

ROOTS SET PRACTICE
Canadian Scottish Division juvenile soccer team will have a workout at Reynolds park tonight at 6:30 o'clock. Last year's players and interested are invited to attend.

How To Age with Utter Grace

BY H. D. QUIGG
NEW YORK (UP) — How to

My barber, a man extracted from Italy (presumably by forceps, since his roots are still with him), was snipping away quietly at my gorgeous locks and the little shop was doused with soft opera music from the radio, as in its Saturday wont.

the silence. The sound of his voice seemed to come from far away, then grow, then strike like a flung disk.

"You gonna look-a live with gray hair?"

"Whaaa?" What? you mean

gray hair? My hair is black as anthracite.

"Gellin gray," said the barber. "It's a gonna look nice."

Never heard of anything sillier. And furthermore, he's not my barber anymore. My business will go elsewhere. There is no indication that my hair will begin graying until,

from the way they make shoes nowadays. Pointed and tight. You can't get a firm sole on

They shrink your suits. Almost every time I send a suit out, it comes back so I can hardly get into it. Keep-

And another thing, I don't like those heavy handed jibes about growing old that pass around the office. There's a snippet in our office who only whispers when she talks, so the other day when she was

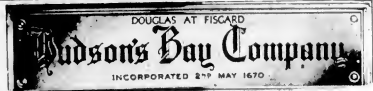
Congratulations
B.C. EL

Congratulations . . .
 . . . B.C. Electric Co. Ltd.

Roofing and Sheet Metal
for the Modern, New
B.C.E. Office Building
by
**PACIFIC SHEET METAL
WORKS LTD.**

1009 YATES ST. PHONE 2-3169

The BAY...
your friendly store!



Thursday Store Hours: 9 a.m. to 5 p.m.
Signs: Keating, Cobble Hill, Duncan and Snook, call Zenith 8040, toll free

Congratulations and Welcome

To the B.C. Electric's Executives and Employees



Just 4 minutes' walk
from the B.C. Electric
to the BAY!

We extend a wish for many years of successful business operation to the B.C. Electric Company Ltd., as they continue to serve this area from their spacious new office building.

We are proud and happy to have been selected for the construction of this extremely modern building which we feel certain will add greatly to the beauty of our city.

COMMONWEALTH
CONSTRUCTION
Co. Ltd.

General Contractors

616 Hillside Ave.
PHONE 4-9359

To the Public . . .

It's so convenient to visit and shop in the BAY, when you visit the new B.C. Electric Building—only 4 minutes walk and you can do all your shopping under one roof. You may also pay your electric bills in the BAY'S Accounts office, 4th floor.



To the Motoring Shopper...

The B.C. Electric's new drive-in bill paying booth is a decided advantage to drivers. Just stop to pay your bill, then park in one of the BAY'S big parking lots and enjoy our complete shopping facilities in light airy surroundings. It's the convenient way that wise shoppers use to make a trip downtown a REAL pleasure.

In Victoria it's the BAY for one-stop shopping for the whole family

BLONDIE

BEN BOLT

MARY WORTH

LIL ABNER

POGO

FIP KIRBY

ARCHIE

REX MCGAN

JUDGE PARKER

KERRY DRAKE



MR. RUMBLES

JILLIE JONES

MUTT & JEFF

Daily Astrology

Winning Contract

The Daily Cross-Word Puzzle

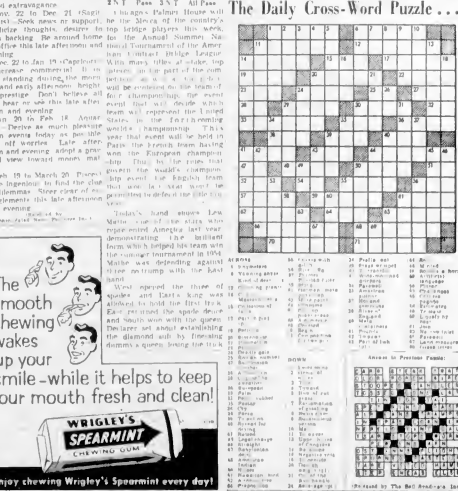
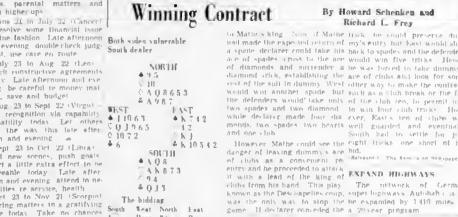
The smooth chewing wakes up your smile

Wrigley's Spearmint

Enjoy chewing Wrigley's Spearmint every day!

Wrigley's Spearmint

Enjoy chewing Wrigley's Spearmint every day!



Men Ponder Longevity Of Women

BY DELON SMITH

NEW YORK (UPI)—Scientists and all other men have been called upon to solve a puzzle which will alter the way you as both personal and general of you are masculine. It is, "What is killing off the males?"

"Whether men contract in diseases, more readily, frequently, or are simply less resistant to them has not yet been established. One important difference between the sexes is in their response to stress and stress of life's high speed, high pressure of modern society, which is the cause of the consequences of stress, worry, frustration and despair through stress or as a result of stress."

AT HIS PIER 2. Men on the other hand seem more likely to contract diseases as a result of stress. The stress of modern life has been found to be a major factor in the development of many diseases. The stress of modern life has been found to be a major factor in the development of many diseases. The stress of modern life has been found to be a major factor in the development of many diseases.

Among women the death rate from these causes has been sharply increased when compared to the rate between 1921 and 1930. But for men, has increased sharply. The big question is, why?

"Women may be biologically more resistant to diseases and stress than men," the doctor says. "Women are biologically more resistant to diseases and stress than men," the doctor says. "Women are biologically more resistant to diseases and stress than men," the doctor says.

Perennial Little Girl. Rita Just 'Trilby' Seeking Svengali? HOLLYWOOD (UPI)—Why do Rita Hayworth's marriages hit snags? A noted psychoanalyst offered one opinion Wednesday. She is the perennial "little girl" who wants to be constantly admired, loved and dominated.

As long as these husbands are good daddies and run her life, Rita—just when she signs divorce, she can't help it. A place at Rita's coronation. Rita Hayworth, really, like her. Five years later she'll be in the limelight on the stage he considered.

Carillon Temples Nun. OTTAWA (UPI)—A Parliamentarian man from San Francisco, California, gave a scheduled performance on the stage to tell critics in the House of Commons that the House of Commons is not a temple.

The ritual was given by Sister Magdalene of the Episcopal Community of the Transfiguration. She is one of 100 nuns who are doing the annual ceremony of the consecration of the Holy Eucharist in the House of Commons.

Under the aegis of a tall, thin woman who wears glasses with one lens removed, at first destined to take part with other designers in a fashion revival program on the radio.

She said the hat had not passed a fashion show since she was moved to the Metropolitan Museum of Art in 1947. She said the hat had not passed a fashion show since she was moved to the Metropolitan Museum of Art in 1947.

Thursday Special "Buy a WOOL TIE and Get the Best" \$3.95 1948 HELLMAN KEDON AUTHORITY TIE TIE and Tie Tie at Wood Motors

Cyprus Talks Start While Bombs Blast

LONDON (Reuters)—Bombs exploded in Cyprus Wednesday as the Greek Cypriot leaders began talks with British, Greek and Turkish leaders. The talks are being held in a hotel in London. The talks are being held in a hotel in London.

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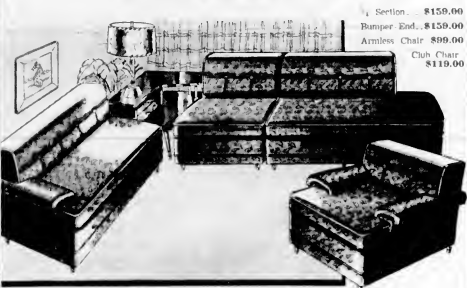
Thursday Special "Buy a WOOL TIE and Get the Best" \$3.95 1948 HELLMAN KEDON AUTHORITY TIE TIE and Tie Tie at Wood Motors

HUIBER'S HEADQUARTERS FOR FLEXSTEEL CHESTERFELDS

THE ONLY SUITE WITH A 20-YEAR CONSTRUCTION GUARANTEE—

THE "LOS ALAMOS"

by *Flexsteel* EXCLUSIVE AT HUMBER'S



- Section \$150.00
- Bumper End, \$150.00
- Armless Chair \$90.00
- Club Chair \$110.00

START TRAINING NOW! MODERN WORK FOR MODERN WOMEN

- PHOTIC CONTROL
- TELECOMMUNICATIONS
- MEDICAL
- RECREATION
- ANTHROPOLOGY
- SURVEY
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"THE PARKDALE"

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FREE DELIVERY ANYWHERE ON THE ISLAND

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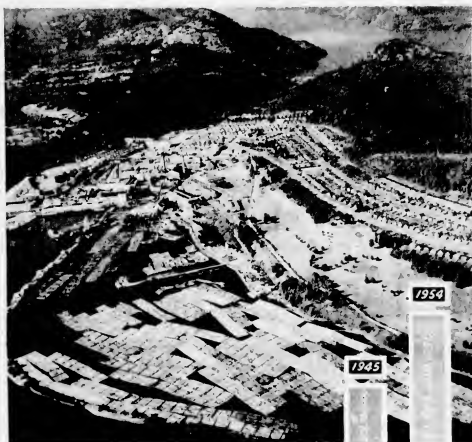
TEN GREAT YEARS FOR B.C.



The Daily Colonist.

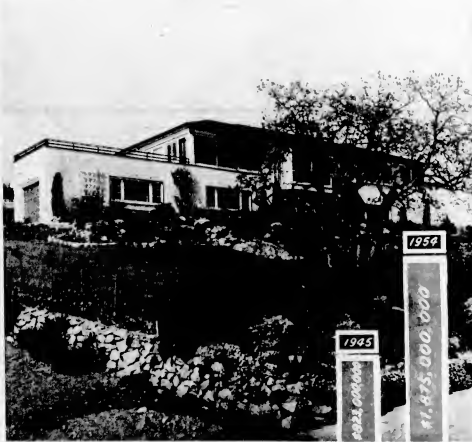
VICTORIA, B.C., THURSDAY, SEPTEMBER 1, 1955

A Review of the Industrial and General Economic Growth of the Province in the Past Decade



Powell River Town and Paper Mill

INDUSTRIAL REVENUE



B.C. is the land of lovely homes

PERSONAL INCOMES



Alcan Powerhouse inside du Rose Mountain

CAPITAL INVESTMENT



Happy crowd enjoys All-Sooke Day picnic

POPULATION

MAP OF B.C. DEVELOPMENT-1945-55



This outline map of British Columbia, fastest growing province in the whole of Canada, shows some of the places and some of the main projects which have come into prominence during the last ten years.

Actually, growth of B.C. is not limited to those places marked on this map. While previous has gone forward in post-war boom, and every section benefited in some way. May is designed to show new and largest developments. Many old-established industries have expanded greatly and undergone modernization in recent years, while many smaller businesses have been successfully launched. Continued industrial development is assured with many major companies having large-scale projects on their drawing boards. Province is taking giant strides forward.



Ministry office, at left, is the Parliament Buildings at Victoria, B.C. This is the seat of government and the centre of all the great activity in every region of the province. Outside corporations thinking of expanding into British Columbia usually make this their first place of inquiry. Floral sign of welcome is particularly appropriate for those who plan to live or invest in British Columbia for province welcomes new citizens and new industry. This building, in use since 1908, housed practically all government offices up to and of Second World War. Since then, government work has increased with province's growth and new office buildings have been erected nearby.

Mining Moods Many During Last 10 Years

Exciting changes in B.C.'s mining industry have taken place in the post-war decade.

The mining of gold in the north and east and the world's important factor—fuel—has in no more important sources of these commodities.

Immediately after the war the boom was in size and lead and zinc, and the price of these metals declined, the emphasis shifted to copper and other areas that mining men.

ANOTHER FIVE PAID OFF
One of the most important changes in the mining industry was the discovery of a high-grade silver-lead deposit in the north-eastern British Columbia, south of the Alaska Highway.

Worked by Canadian Exploration, a subsidiary of Canadian Exploration, the mine and mill are now fully operational and it has recently completed its first year of operation.

The present unit, near the town of Hazelton, has a capacity of 100,000 tons of ore annually, but it is estimated that at the time the mine will reach 250,000 a year.

The search for copper and lead deposits has been discovered, and the mine has been discovered.

GRABBY IN THE NORTH
The main hope for a really big deposit is in the north, where the mine is located in the north-eastern part of the province, near the town of Hazelton.

The mine is located in the north-eastern part of the province, near the town of Hazelton, and it is estimated that at the time the mine will reach 250,000 a year.

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New Life For Old Bluebell Mine

Inside, concentrator and surface buildings at Consolidated Mining and Smelting Company of Canada's Bluebell Mine at Hazelton on Kootenay Lake, near Nelson. This mine was discovered sometime before 1915. One is a lead-zinc, copper, and limestone, and the other is a lead-zinc, copper, and limestone.

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\$100,000,000 CM & S Program

Post-War Expansion Biggest in History

Consolidated Mining and Smelting Company of Canada's post-war expansion program is the biggest in its history, and it is estimated that at the time the mine will reach 250,000 a year.

The program is a \$100,000,000 expansion program, and it is estimated that at the time the mine will reach 250,000 a year.

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and considered them to produce a high-grade product.

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A. B. SANDERSON AND COMPANY LTD.
CONSULTING ENGINEERS

BRIDGES

241 BROAD STREET, VICTORIA, B.C.
TELEPHONE 3511

53 YEARS OF PROGRESS IN THE HISTORY OF THE ACOUSTICON

The first hearing Aid ever to be manufactured was made by ACOUSTICON when during their 53 years in business, have developed B.C. from the original vacuum tube model, weighing up to 5 lbs., to the present day tiny all-transistor Aids weighing only 5 1/2 ounces.

1955 1945 1935



SIX WORLD-FAMOUS ACOUSTICON TRANSISTOR MODELS
Nothing Really New for the Hearing Aid Users - No Light and Small, Yet Powerful! - See the Model A216.

10 DAYS FREE TRIAL ON ANY OF THESE SIX FAMOUS MODELS:

- Model A216. The latest, most worn on the face to be a hearing aid. For the hearing aid user.
- Model A217. The latest, most worn on the face to be a hearing aid. For the hearing aid user.
- Model A218. The latest, most worn on the face to be a hearing aid. For the hearing aid user.
- Model A219. The latest, most worn on the face to be a hearing aid. For the hearing aid user.
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Model A237. The latest, most worn on the face to be a hearing aid. For the hearing aid user.

Model A238. The latest, most worn on the face to be a hearing aid. For the hearing aid user.

BOORMAN

INVESTMENT CO. LTD.

616 View Street

Phone 3-7124

It has been 8 months in which the growth and development of this area and to be closely connected with so many of the financial resources

• REAL ESTATE

• INSURANCE

• MORTGAGES, INCLUDING N.H.A.

• STOCKS AND BONDS



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TO
60%
SAVINGS**

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BRINGS YOU A COMPLETE SERVICE IN

GOODYEAR

**FACTORY RETREADING AND REPAIRING
FOR PASSENGER, TRUCK, BUS, GRADER,
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Special new equipment has been installed to perform heavy duty retreading required for the giant tires of maintenance machinery: heavy trucks and loaders. WE ARE NOW ABLE TO HANDLE ANY SIZE TIRE FROM SMALL CAR TIRES TO HEAVY DUTY TIRES ON LOGGING, CONSTRUCTION, BULLDOZING AND MAINTENANCE UNITS.

Our plant is equipped throughout by the Super Mold Corporation of Lodi, California. This top-rated equipment, plus the highly skilled work of factory-trained men, ensures you of the finest retreading job. Guaranteed Goodyear materials are identical to those used in the manufacture of the original tire. Goodyear factory methods give you stronger casings longer wearing Goodyear rubber tread, advanced retreading methods, up-to-date tread designs including Suburbanite and Hard Rock and Road Lug. Skilled craftsmen are employed using precision equipment for a guaranteed factory job!

Our fleet inspection service can be carried into any logging and trucking operation on Vancouver Island, thus saving valuable time and money!

SHIPPING CHARGES

We pay freight charges both ways on all shipments over 100 lbs. On less than 100 lbs., return charges only. OUTSIDE B.C.—Return charges only.

WIRE OR PHONE COLLECT FOR OUR LATEST PRICE LIST—WE CAN SAVE YOU MONEY

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GOVERNMENT AT HERALD

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Forest Firm Built This Building

One of the outstanding new buildings in downtown Vancouver is the recently-completed Alaska Pine Building. It houses all the departments of the big Alaska Pine and Cellulose Co. (Photo by Tony Ancher)



Glass House Dominates Victoria

All ready for its official opening is this new building to house the B.C. Electric Company in Victoria. The building has more glass than any other in the city.

U.S. Good Customer

Exports in the United States in 1954 the United States Group valued at \$240,000,000 accounted for 17 per cent of the total value of exports during the first eight months of 1954. The most important commodities of the United States and other major groups of 1954, by the value of exports, were:

SERVING VICTORIA FAITHFULLY SINCE 1912

Over 40 years in business, since 1912, features the latest equipment and modern up-to-date methods to give you the finest results obtainable. We are sure you are sure to be satisfied with the time in dry cleaning and laundry.

LAUNDRY SERVICES

Shirts — Bachelor — Family
Hotel and Auto Court

Try a little maintenance service you can trust.

- 1-DAY CALL OFFICE SERVICE
- 3-DAY PICK-UP AND DELIVERY SERVICE



Economy Steam Laundry Ltd.

607 JOHN STREET (Corner Rock Bay Ave.) — 4-6523, 4-1041

CLEANLINESS • COMFORT • CONVENIENCE

Huge Sum Spent On B.C. Building

\$3.5 Billion 10-Year Total; Biggest Portion For Homes

During the last 10 years, a whopping \$1,440,728,000 has been spent on construction work in British Columbia. Averaging the estimate that the province's present population of about 1,360,000

total works out to an expenditure of \$2,770 per man, woman and child. This year alone government statisticians estimate a total of \$200,000,000 worth of construction work will be under taken throughout the province. It is estimated that this year \$10,000,000 will be spent to meet the housing needs of B.C.'s ever-increasing population.

That's just about five times as much as in 1945 and more than five times as much as in 1940. The last full year of the post-war building boom.

Of the \$200,000,000 being homes have been built in B.C. all other areas in the shape of current construction. In the last year of the Second World War, it is known that during the seven years from 1940 to 1946, some 10,000 new dwellings were erected.

The figure for this year is \$247,110,000. This is only \$15,110,000 short of the full-year record mark of \$262,220,000 set in 1953.

British Columbia's construction labor force is estimated to be about 100,000 men.

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Value of New Housing Shows Steady Growth

A study of construction work performed in British Columbia shows a steady growth in the value of new housing.

Figures given are in thousands of dollars.

Type of Work	1953	1954	1955*
Residential	101,190	117,940	122,000
Industrial	42,115	17,200	27,000
Commercial	33,584	47,765	46,070
Government	27,960	33,400	40,370
Other	9,865	21,544	17,795

Total building construction 212,614 237,809 253,135

Road highways and airfields	72,498	59,465	56,602
Waterworks, sewerage and drainage	11,343	13,638	13,340
Electric power and gas	26,562	33,440	41,590
Public buildings	8,011	66,923	10,117
Telephone	36,907	39,768	32,270
Telegraph	86,307	65,275	1,467
Gas and oil facilities	16,803	19,219	14,620
Marine construction	1,903	15,736	13,307

Total engineering construction 278,760 300,361 304,196

TOTAL VALUE OF ALL CONSTRUCTION 491,374 538,170 557,331

*Estimated

Source: Dominion Bureau of Statistics, "Construction Industry in Canada"

Japan Buys B.C. Exports

Japan increased her imports of products exported through British Columbia ports in 1954. Japanese purchases during the first eight months of 1954 were 47 per cent higher than during the corresponding period of 1953.

In increased purchases of wheat and other cereal products accounted for most of this change. Japanese purchases during the eight-month period under study, amounted for 15 per cent of the total volume of exports through British Columbia seaports.

One hundred new dwellings were erected in the province by the Canadian National Railway during 1954.

Dwellings Up By 38,321

In Five Years

New dwellings completed in B.C. during the last five years:

1951	6,043
1952	7,024
1953	7,703
1954	8,847
1955*	8,847

Forever total 38,321

*Estimated

First mortgages and other loans

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This year an estimated \$4,000,000 is being spent on construction projects. This shows the laying of the foundation for the new B.C. Power Commission's Purifier plant on Vancouver Island.

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New Highways Open B.C.

\$264 Million
For New Roads
In Ten Years

During the past 10 years British Columbia has doubled its mileage of hard-surfaced highways. The program aimed at the complete rebuilding and paving of the arterial highway system.

The mammoth road program during the 10-year period has cost \$264,383,100, and the job is no longer.

This year alone some \$17,000,000 will be poured into the province's vital highway network, through some of the toughest road building country on the continent.

B.C.'s mountain passes, rushing rivers and thousands of creeks and gulches combine to push road-builders into the wilderness in the Fraser Canyon Trans-Canada Highway, one attention-crawls have expanded up to \$1,000,000 a mile on the coast.

While the bulk of the highway department has been in bringing existing roads up to modern standards, so they can handle the flood of new cars and trucks hitting the road each year, millions of dollars have been spent opening up new territory through spectacular road builds.

FRASER RIVER ROUTE.
The most significant new road built during the decade is the John Hart Highway, a gravel ribbon through the fertile Fraser River area with the rest of the new highway system in the Fraser Canyon.

The new 27-mile highway opened in April, 1952, provided the Fraser with its first paved road, made from air-laid, with other parts of B.C. construction, cross each year add miles of hard surfacing to the highway.

BOULEVARD ROUTE.
The second major new highway built in the past 10 years is the Hope-Fraser Highway, a gravel connecting route between Vancouver and the Okanagan area.

It is a complete upgrade of the entire southern interior of B.C. to further development.

The Hope-Fraser, located through spectacular mountain scenery, cost a total \$1,000,000. It is hard-surfaced throughout its length.

1,200 MILES PAID.
A high from these two major jobs of highway engineering is 24,000 tons of gravel, and millions into its surfacing, plus new building in Victoria at the \$100,000, in today the province has 2,400 miles of bituminous road.

The road, compared with 1,200 miles in 1945.

Two years ago there were 21,000 miles of road in B.C. today 22,700 miles, also testing the emphasis that has been placed on the reconstructing and resurfacing, rather than new construction.

The mileage of gravel highway has increased from 7,000 miles in 1945 to 8,500 miles today, and concrete surfacing mileage has increased from 100 miles to 100 miles.

This year's road program, in closing \$100,000 from the federal government, for Trans-Canada Highway, will amount to almost 10 times the 1945 expenditure, \$10,000,000 compared to \$1,000,000.

The following table lists road expenditures during the 10-year period, figures do not include Trans-Canada Highway contributions by the federal government.

TRANS-CANADA HIGHWAY.
The total 600,000 miles of the Trans-Canada Highway, in the province in the Alberta border, 1945-1954, has been paid in standard, including the toughest terrain through the Fraser Canyon.

Some 227 miles are paved but sub-standard, 53 miles are under construction, and 36 miles are scheduled for completion this year.

SOUTHERN.
TRANS-PROVINCIAL.

Visiting 60 miles across the mountainous southern part of the province, the Southern Trans-Canada Highway is nearest to completion of the arterial.

Some 400 miles are paved to standard requirements, 92 miles are paved but substandard.



Terrific scenery is feature of B.C.'s Hope-Fraser Highway, B.C. Government Photo

and 13.7 miles are under construction this year.

CARBON HIGHWAY.
Some 200 miles long, the Carbon Highway reaches north from the Fraser Canyon, with branches off from the Trans-Canada, in Prince George. The road is paved to standard for 100 miles, mostly in the southern and between Caribou and the Fraser Canyon.

About 100 miles are under construction, and another 200 miles are proposed for construction this year.

NORTH TRANS-PROVINCIAL.
This highway crosses B.C. from Prince Rupert on the coast, to Yellowknife, Dene, on the Alberta border. Further from completion, it is paved for 60 miles of its 733 miles (Remainder to gravel).

Alfred Downing & Wright Ltd., British Columbia planning, engineering, and construction, is expanding its business and has moved its new building, designed by architect, Wade, Cleveland & Vincent, houses, showrooms, offices and warehouse for the handling of planning supplies.

B.C. Supply Firm Expands

Alfred Downing & Wright Ltd., British Columbia planning, engineering, and construction, is expanding its business and has moved its new building, designed by architect, Wade, Cleveland & Vincent, houses, showrooms, offices and warehouse for the handling of planning supplies.

C.A.—A Proud Title

The Institute of Chartered Accountants of British Columbia this year celebrates its Golden Jubilee, marking fifty years of auditing and other technical services to business, government and social agencies in Western Canada.

Since its founding in 1905 the Institute has grown from five members in 1905. By establishing strict standards of education and training and by strict adherence to a high code of ethics the Institute has developed a professional group which contributes much to British Columbia's progress.

INSTITUTE OF CHARTERED ACCOUNTANTS OF BRITISH COLUMBIA

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MANUFACTURING DIVISIONS: COWICHAN, VICTORIA, VANCOUVER AND HANMOND
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New Forest Giant Enters V.I. Pulp Field

Founded in 1946, the merger of three existing British Columbia logging companies, the B.C. Forest Products Ltd., has grown into one of the giants of the lumber industry in the province.

A leading producer of lumber, plywood and veneer, as well as holder of valuable woodlots on Vancouver Island, B.C. Forest

Products is about to embark into the pulp industry. It has by agreement with the provincial government secured an additional forest management licence which will give it sufficient original yield of timber to keep running a pulp mill.

This, it is expected, will be built within the next few years at Crofton, a tributary

of the Fraser River, between Chumash and Duncan on Vancouver Island. Since its formation B.C. Forest Products has added towards the complete integration of its logging activities and the elimination of waste.

When formed in June, 1946, B.C. Forest Products had 1,000 employees on Vancouver Island, B.C. Forest

Products now has grown to 2,200. In 1953 the company started a second shift at its big Victoria mill, adding 200 employees to the payroll.

A year later it built a huge mill at Esquimalt. Another with jobs for 250 men, will build the plywood plant adjacent to the Victoria sawmill. The company will shortly have about \$25,000,000 needed for the construction of its new pulp mill.

500 percent with an annual wage of \$17,750. In 1953 the gross value of its timber operation on Lake Vancouver was \$1,000,000. This year's employment for an extra 100 percent. The company will shortly have about \$25,000,000 needed for the construction of its new pulp mill.



Lumber Town On Lakeside

Ymboon, on Lake Combs, is one of the main centres of operations of B.C. Forest Products Ltd. It has a sawmill and green veneer plant.

Tug Chief



HAROLD ELWORTHY
While there black and red forests, the tug boats of Island Tug and Barge are to be seen around the B.C. coast. Head of the greatest Victoria company is Harold Elworthy who has built up his fine fleet chiefly from war surplus vessels. Long lasting across the Island Tug fleet buoy, but a big business in towing ship barges has developed along with the pulp and paper industry, while the company is also experienced in tug and barge towing, which it is reconstructing from old coastal oil tankers.

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wherever needed!

Wherever there exists an urgent need, or where family problems call for assistance the services of the Social Welfare Branch are available to give a timely helping hand.

Whether the problem is brought about by old age, sickness or misfortune, the social workers throughout the Province stand ready to give the fullest measure of help and assistance possible, together with counselling services wherever required.

Old-age Allowance, Social Allowance, Mother's Allowance, Sundry Pension Allowances, Disabled Person's Allowance, Child Protection and Adoption Services plus medical, drug, optical and hospital care to all receiving such assistance are part of the many services given.

SOCIAL WELFARE BRANCH

Department of Health and Welfare

HON. ERIC MARTIN
Minister

C. W. LUNDY
Deputy Minister

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7 Return Trips
Daily from Victoria
Via Duncan and Nanaimo

Enjoy some of the world's finest scenery en route! Coach Lines buses cruise the scenic seaboard highway over the Malahat . . . make delectable connections with CPR steamers to and from Vancouver. From Victoria north to Kelowna Bay, and the Alberni on the west coast of the Island . . . go by Coach Lines. It's the safe, sure, scenic way to travel!

MODERN COACHES—First with the finest in Canada! The new Coach Lines "Air Ride" buses are fast, incredibly smooth-riding. With their wide vision, filter glass windows, air foam armchair seats and air-conditioning, they are the last word in luxury comfort.

SPECIAL SERVICES—Coach Lines provide speed, safe, comfortable transportation for every need—thrifty One-Day Excursions to Island beaches and beauty spots. Charter Coaches for group outings—fast, economical Express service to most Island communities—complete Travel Bureau facilities to all North America.

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Our logging camps harvest the forests of Vancouver Island, our mills and factory produce the quality lumber for which we are famous. Our complete organization offers every facility in service and supply, employing over 450 men to saw the wide rolls of the Island. Industrial construction, home building or modernization . . . whatever the project we have the right building materials in the quantity desired.

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Secondary Industries On Upswing

Number of B.C. Businesses More Than Doubled in 10 Years

One of the most spectacular features of British Columbia's development during the last decade has been the sharp upswing in the number and nature of her secondary industries.

It was bound to come of course. The steadily increasing size of a growing population, vast natural resources, and abundant power called out for development.

Yet the extent to which manufacturing enterprises have taken hold in B.C. since the end of the Second World War has surprised even those who predicted their coming.

And though B.C. still relies principally on such basic industries as forestry, fishing, mining, and agriculture, the trend toward secondary industries has been the subject of serious study.

There are only two examples of the new industries established in B.C. last year. They are not many, but they are not confined to the large metropolitan areas, but have spread all over.

The upswing in manufacturing industries in B.C. is only one of the largest power utilities in the world. The growth of industry in the province is the result of some extent by the following table of gross values of manufactured products, although there have been larger fluctuations of economic depression and war stimulation.

Value of Manufactured Products in B.C. 1945-1954

Year	Establishments	No.	Employees	Wages	Cost of Materials	Net Value of Products	Gross Value of Products
1945	2,226	87,074	160,419,133	305,700,836	307,934,519	628,903,124	
1946	2,731	75,484	137,506,645	333,708,333	293,332,657	644,527,898	
1947	3,040	83,161	167,282,967	433,670,677	388,702,178	808,284,952	
1948	3,523	86,399	193,954,224	549,273,003	417,609,758	965,516,621	
1949	3,493	82,934	196,403,722	531,112,329	409,665,348	959,038,088	
1950	3,586	85,229	216,656,077	631,177,837	439,064,361	1,133,016,096	
1951	3,897	93,747	262,620,285	787,847,411	472,438,965	1,269,887,741	
1952	4,225	92,667	283,531,000	751,011,000	536,173,000	1,332,482,000	
1953	4,617	94,617	303,191,000	722,038,000	631,010,000	1,384,477,000	
1954	---	---	---	---	---	---	1,420,000,000

Heads Utility Colossus



A. E. "DOC" GRAUER

B.C. Manufacturing Figures Show Startling Increase At All Points

Principal Statistics of the Manufacturing Industries of British Columbia, 1945-1954

Year	Establishments	Employees	Wages	Cost of Materials	Net Value of Products
	No.	No.	\$	\$	\$
1943	2,326	87,974	160,419,133	305,700,836	307,934,519
1946	2,731	75,484	137,506,645	333,708,333	293,332,657
1947	3,040	83,161	167,282,967	433,670,677	388,702,178
1948	3,523	86,399	193,954,224	549,273,003	417,609,758
1949	3,493	82,934	196,403,722	531,112,329	409,665,348
1950	3,586	85,229	216,656,077	631,177,837	439,064,361
1951	3,897	93,747	262,620,285	787,847,411	472,438,965
1952	4,225	92,667	283,531,000	751,011,000	536,173,000
1953	4,617	94,617	303,191,000	722,038,000	631,010,000
1954	---	---	---	---	---

Source: B.C. Bureau of Economics and Statistics

(a) A new \$750,000 plant at Port Moody where television receivers and radio sets are made.

(b) A \$1,000,000 plant in Vancouver, built as an addition to an existing industry for the manufacture of wire rope.

(c) Another plant in the Vancouver area, a \$2,000,000 plant to manufacture corrugated paper boxes.

(d) Production of coal briquettes at a new \$400,000 plant at Nanaimo.

(e) A \$1,000,000 addition being constructed for the first time in Canada at a new plant in Vancouver.

(f) A new \$500,000 plant at Kamloops.

Distributors of electricity and gas and operators of the public transportation in Victoria and Vancouver, B.C. Electric is one of the largest but were chosen to show, that the heart of the largest power utilities in the country. Its president, Doc Grauer, has seen the company's electrical output expand three and a half times since 1945.

B.C. Electric is also slated to distribute natural gas when it comes to the province.

The growth of industry in the province is the result of some extent by the following table of gross values of manufactured products, although there have been larger fluctuations of economic depression and war stimulation.

Value of Manufactured Products in B.C. 1945-1954

Value of Manufactured Products in B.C. 1945-1954

Value of Manufactured Products in B.C. 1945-1954

1890-1955 Moving With Victoria for 65 Years

Heaney's have engaged in every type of moving job since pioneer days in Victoria and Vancouver Island. Today the Heaney organization, with a staff of 110 experienced moving people and a fleet of 67 motor vehicles, stands ready to serve the fast-growing communities adjacent to Victoria.



Shown Above - one of Heaney's heavy-duty line-haul trucks transporting a glass transformer.



At Right - a giant 30 ft. Heaney Allied Van which carries household goods, does to 200 tons in Canada or the U.S.A.



40 ft. air transport unit serving Island points. This truck is powered by a 200-hp. Cummins Diesel.



One of Heaney's cranes, a familiar sight at major building projects.

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British Columbia's

- LOW COST POWER
- BASIC MATERIALS
- TRANSPORTATION
- PLANT SITES
- DOMESTIC AND EXPORT MARKETS
- FAST-GROWING POPULATION
- LABOR SUPPLY
- CLIMATE AND LIVING CONDITIONS

The facilities of this Department in trade and industrial information and in provision of research and statistics are at all phases of our economy are at your disposal.

Department of Trade & Industry

T. L. STUBBINS Deputy Minister HON. RALPH CHETWYND Minister

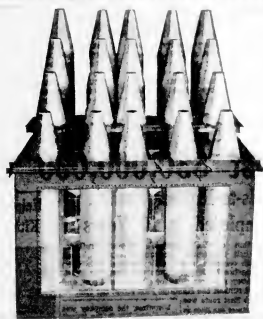
HEANEY'S



Shown above are giant pipes fabricated at Yarrows for the B.C. Power Commission's Big Peninsula Power development. This job proves once again Yarrows' ability to meet the specific needs of industry.

Custom-built equipment for heavy and light industry

A glance at the record shows that some of the biggest names in B.C. industry have utilized Yarrows' skill for building specialized equipment.



On the right is a Multicone Dust Collector built by Yarrows for the B.C. Cement Company at Hamberton.

B.C.'s growing industries are served by

YARROWS

In the design, construction, repair and maintenance of all types of industrial machinery and equipment, British Columbia's bustling industries have come to rely on a dynamic and progressive combination: Yarrows' extensive facilities and high-calibre personnel. At Yarrows, a variety of skills and a tremendous backlog of experience go to shape every job — from small industrial units to large scale custom-built equipment and machinery and coastal craft. You can depend on prompt service and sound planning in every department.

ALL TYPES OF COASTAL CRAFT FOR B.C. INDUSTRY

The West Coast's most modern tug, "Kingcome," designed and built by Yarrows for the Kingcome Navigation Company. The vessel is radar equipped and features a steel hull, aluminum superstructure and individual cabins for crew members. Length, 100' — Draft, 15'6" — Beam, 25'6" — Power, 700 B.H.P.

These barges are examples of how Yarrows meets the diversified needs of B.C. industrial operations. From the design boards to the finished craft—barges, tugs, scows—Yarrows has the men and facilities to do the job with the utmost efficiency.



SHIPBUILDERS — SHIP REPAIRERS — ENGINEERS

DESIGNERS AND BUILDERS OF TUGS — BARGES — COASTAL VESSELS AND SPECIALIZED CRAFT



YARROWS CAN SERVE YOU IN MANY DEPARTMENTS

Coppersmith Work: Copper rolls, copper tanks, monel metal, stainless steel, jacketed bottles, valve stems, tanks and drums, ventilation, trucking and equipment, hospital equipment, lockers, cable, etc.

Electrical Work: Repairs to electric generators, motors, switchboard and equipment.

Woodwork: All branches of woodwork, including paneling, store fixtures, showcases, furniture, desks, etc.

Shipbuilding: Passenger and cargo vessels, steel ferry boats, tugs, scows, fish boats, draughted, built or repaired.

General Engineering and Machine Shop Work: Fabrication and repairs of motor, mill and logging equipment, machine shop work, metal spraying.

Drawing Office and Design of Engineering Equipment: Drafting office for the design and original drawings of ships, barges, or any type of industrial equipment.

Blacksmith and Forge Work: Heavy and light forge work, steel tanks of any capacity, including pressure tanks and boiler work, conveyor troughing, bulldozers.

Pipe Work: Steel, iron and copper pipes to all sizes, special equipment for bending steel pipe up to 6' extra heavy, steel coil. All types of plumbing work.

COMPLETE WAREHOUSE STOCK OF STEEL PLATES AND SHAPES AVAILABLE FOR IMMEDIATE DELIVERY.



YARROWS



VICTORIA, BRITISH COLUMBIA

ISLAND TUG & BARGE LTD.

Important Link in West Coast Transportation



The flow of British Columbia industry hinges on transportation—the backbone of a nation's development and prosperity!

ISLAND TUG & BARGE LIMITED has enjoyed the privilege of serving British Columbia through its years of tremendous industrial progress. We feel that we have made a large contribution to the growth of the province which has enabled us to become one of its leading transportation services.

FIRE-FIGHTING TUGS IN ACTION

At left, Island Tug & Barge Limited vessels fitted with fire-fighting equipment demonstrate effectiveness of most modern methods.



SELF-DUMPING LOG BARGES FACILITATE TRANSPORTATION OF LOGS FROM FORMERLY INACCESSIBLE AREAS



ISLAND SOVEREIGN

EVERY TYPE OF TUG TO SERVE INDUSTRY

Shown on this page are just a few of the 78 Island Tug & Barge Limited vessels representing 33,000 tons of shipping. These vessels ply the Pacific Coast waters daily and are continually making calls at remote ports around the world. These vessels will continue to serve the needs of this province, as

ISLAND TUG & BARGE LIMITED CONTINUES TO HELP BRITISH COLUMBIA GROW!



LLOYD B. GORE



ISLAND COMMANDER



SUDBURY



ANNA GORE



SEA KING I



ISLAND NAVIGATOR



SEA WAVE



ISLAND RANGER



ISLAND CHAMPION



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ISLAND TROOPER



ISLAND DESPATCHER



ISLAND BOOSTER

Victoria ISLAND TUG & BARGE LTD. Vancouver

YOUNG & GORE TUG BOATS LTD., A WHOLLY OWNED SUBSIDIARY

1945
TEN GREAT YEARS
FOR B.C.

THE DAILY COLONIST

VICTORIA, B.C., THURSDAY, SEPTEMBER 1, 1955 21

Over \$120,000,000 Spent on B.C.'s Four Mills in Decade

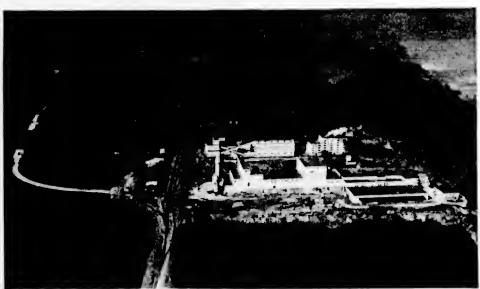


Port Alberni's kraft paper mill was built in 1947 by Blonkel Stewart and Welch, and became part of the MacMillan and Bloedel empire when the firms merged.



Elk Falls mill at Campbell River, is Vancouver Island's first newsprint mill. It was opened in June, 1952, at a cost of \$30,000,000. The owners, Crown Zellerbach,

are now in process of building a pulp mill alongside it, which will make it the largest unit in the Crown Zellerbach chain of mills.



The \$27,000,000 dissolving pulp mill of Columbia Cellulose Company at Prince Rupert is one of the northernmost industries in the North American continent.



Ottawa, opened in 1951, it is part of vast organization of Columbia Corporation of America. Raw material comes from Forest Management Licence No. 1.

Expansion of Pulp, Paper Industry Phenomenal

The story of post-war expansion in B.C.'s pulp and paper industry is almost startling in retrospect. It has been big and fast. The growth in both production, number of plants, and millions of dollars of investment during the 10-year period has been phenomenal.

New markets have made the industry profitable and new methods have made it efficient. In 1945 there were three pulp mills, three pulp and paper mills, and one newsprint mill. By 1955 there were four pulp mills, four pulp and paper mills, and one newsprint mill. The expansion is confined not only to mills but also to existing ones.

THE STAKES ARE HIGH
Among the new plants built since 1945 at a cost of about \$100,000,000 are Columbia Cellulose, Elk Falls Co., at Campbell River, Macmillan & Bloedel at

Alberni, and Macmillan & Bloedel at Harmac. Post-war expansion amounting to about \$90,000,000 was carried out in the Powell River Co., Alaska Pulp and Paper Co., and the Canadian Forest Products Co. at Westford, B.C., and the Canadian Forest Products Co. at Port Alberni.

PRODUCTION GROWS
And what about the value of production since 1945? In the year the industry hit \$19,363,220 in total value, 10.74 per cent of the total Canadian production. By 1953 this had gone up to \$41,462,119, a 13.46 per cent increase. While figures are not available for 1954, estimates place the total value of production for that year at \$40,000,000.

Production value figures, of course, do not give a true picture of pulp or paper production in volume because of the rise in prices and costs. But total production of all kinds of paper in B.C. in 1945 was 204,542 tons and this had risen to 623,556 tons by 1953. Slowed down through the 10 years, however, it represents a proportionate increase in production of another 50,000 tons for 1954.

Quantity of wood pulp from both mechanical and sulphite processes rose from 320,572 tons in 1945 to 1,070,983 tons in 1953. Again continued increases would show a further jump to about 1,370,000 tons for 1954. Not only in physical expansion but in its effect on the

whole of the forest industry has the pulp and paper industry made itself felt. **RAVEN FOREST WASTE** The forest, according to a recent B.C. forest service report, has provided much of the stimulus for the trend in the past decade toward complete utilization of the forest crop and the consequent integration of forest units.

The needs of the industry were the introduction in 1947 of the forest management licence system with its sweeping political opposition and the recent Controversy before the Senate Commission. New equipment, hydraulic logging machines and chippers made it possible to use a great deal of small logs and waste wood which formerly had been burned in stumps.

Of this use of waste wood which formerly had been burned in stumps, the B.C. forest service says that in 1953 of the 46,000 cords of waste wood used by Canadian pulp mills, more than 70 per cent was used in B.C.

UNPAID IN STABLE
Under normal conditions the demand for pulp and paper products is stable, modest, of course, to world economic fluctuations. Officials of the industry feel that B.C. has been assumed a very favorable position in world markets.

The products of the rapidly expanding industry are highly diversified even though it is referred to as "pulp and paper." Among the products of the industry are mechanical pulp, chemical pulp for rayon and plastics, newsprint, building paper, fibre board, kraft wrapping paper, cardboard, tissue, and so on.

Reports show that in 1953 the pulp and paper industry employed 6,500 persons with a payroll of more than \$20,000,000 a year and a gross value of production of about \$100,000,000. This is compared to 4,125 employees in 1945 with an annual payroll of \$10,000,000 and a gross value of production of \$50,000,000.

By 1950 there were nine pulp and paper mills, compared to seven in 1945. Number of employees had risen to 5,771 and gross production to \$6,968,270.

NEW EMPLOYED IN THE
In addition to the 4,125 people now employed in the industry there are another 1,200 persons with an annual payroll of \$4,000,000 employed in the paper-making industries. The gross production of the paper-making industries is \$7,000,000.

Another notable increase in the quantity and value of pulpwood produced. In 1945 the industry produced 674,337 cords, 563,273 of which were used in the province and 81,064 exported. By 1950 these figures had risen to 958,000 cords, 711,340 for B.C. use and 112,659 for export. Continued expansion was shown in 1953 when the total was 1,000,000 cords, 963,113 for B.C. and 137,886 for export.

Use of waste wood is almost entirely new in the past 10 years. Reports show that in 1945 only 16 per cent was used while in 1953 this had grown up to 70 per cent, and in 1954 to 71.14 per cent. The growth, if it could be proved further, can be shown finally in the cost of fuel and electricity and the cost of materials used through the years. In 1945 the seven plants paid out \$9,851,835 in wages, \$2,441,133 for fuel and electricity, and \$13,400,770 for materials. For this they had a gross value of production of \$3,364,721 and net \$1,123,323. By 1950 there were nine plants paying out \$15,123,123 in wages, \$2,846,452 for materials. They then had a gross production of \$46,386,749 and a net of \$24,224,982.

By 1953 the number of plants was 12, wages were \$28,065,527 although the number of employees had increased only 27,772, from 1125 in 1945 to 4,432 in 1953. Fuel and electricity cost \$7,372, when the total was 1,000,000 cords, 963,113 for B.C. and 137,886 for export. Only market conditions can stop the terrific expansion of the industry. There is enough waste wood to go on for a long time, and there are new techniques for using waste wood up to the last possible cent, and there is no shortage of capital. By 1955 even today's phenomenal growth statistics may seem finally in the cost of fuel and electricity.

First Scored In Steel Rolling

Vancouver scored a world to 60,000 volts to provide this energy. Counting their operation at Vancouver Steel Co. Ltd. steel ingots over heated by electric induction flames red hot through the rolls at West-Canada Steel's Vancouver rolling mill, S.W. Marine drive.

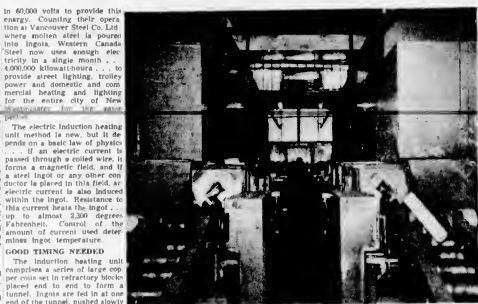
Mr. C. D. Hobbs, president of Western Canada Steel Ltd., says that the revolutionary new process cuts the time for heating ingots 25 per cent, increases production 30 per cent and reduces fuel costs by one dollar a ton, or approximately \$100 a shift.

Where it took about 45 minutes to heat the ingots in the old oil-fired furnaces which were used previously, it only takes now from eight to 12 minutes to get them red hot in the new twin-tube electric induction heating unit. This process will also facilitate the reworking of steel ingots or bales for rolling in any part of the world where electric power is plentiful.

Leader of B.C. Steel Industry



C. D. HOBBS, president of Western Canada Steel Ltd., which is the only hot steel producer in Canada's West, has for this process increased the rolling capacity from one of 400 tons per shift to 1,000 tons per shift.



The electric induction heating unit method is new, but it depends on a basic law of physics.

If an electric current is passed through a coiled wire it forms a magnetic field, and if a steel ingot or any other iron object is placed in this field, an electric current is also induced within the ingot. Resistance to this current heats the ingot.

Up to almost 2,300 degrees Fahrenheit. Control of the amount of current used determines ingot temperature.

GOOD THING NEEDED

The induction heating unit requires a series of large coils per coil set in refractory brick to prevent and to end in form a tunnel. Ingots are fed in at one end of the tunnel, pushed slowly through, and emerge at the other end almost white-hot.

The heat produced is so intense that if the ingots were left in the furnace for even half a minute too long, they would melt. The whole operation is one of split-second timing and unerring co-ordination.

Western Canada Steel Ltd., which is the only hot steel producer in Canada's West, has for this process increased the rolling capacity from one of 400 tons per shift to 1,000 tons per shift.

Several thousand tons of steel are produced daily at the mill, which is owned by Western Canada Steel Ltd.

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Heats Steel For Rolling

It takes 60,000 volts of electrical power to provide the 10,000-horsepower energy needed by this giant twin-tube electrical induction heating unit at Western Canada Steel's Vancouver Rolling Mill. It is the largest installation of its kind in the world and the first ever used for heating steel ingots for rolling.

Several thousand tons of steel are produced daily at the mill, which is owned by Western Canada Steel Ltd.

Ingots are fed in at one end of the tunnel, pushed slowly through, and emerge at the other end almost white-hot.

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World's Biggest Newsprint Mill

The Powell River Company would be in operation in the district. It was the first mill to have the distinction of owning part of 1956. When in operation this machine that turned out 2,500 feet a minute. In the paper industry this is equivalent to the four-minute mile in athletics or breaking the sound barrier in aviation.

This year it expects to turn out 3,744,000 tons of newsprint in 1956. The Powell River production was 387,789 tons in 1954. In the past year Powell River has spent \$31,000,000 on plant expansion and improvement.

At the 1955 annual general meeting, M. J. Fries, president, will be spent on the project. It was announced that a ninth machine construction project was being added and that if Powell River has one other 1952 average was \$1,126.

AVERAGE RAIL WAGE REDUCED

Average annual earnings of railway employees in Canada decreased by 1.7 per cent to \$3,271 from \$3,316 in 1954. The 1952 average was \$3,126.



"We particularly like TCA telephone service. This is the third year we have flown from Toronto to Tampa and return. We feel TCA is one of the best airlines we have travelled on."

—R. J. Fanning, Chairman (Toronto to Tampa)



"I called for recreation during the weekend trip. It was only a short trip, but they couldn't have taken more than I'd have going to Timbuktu. In good luck."

—J. Gurney, manager, mechanical at TCA's Winnipeg shop, has had 13 years experience in checking and overhauling aircraft engines.



"I recently completed between 8,000 and 12,000 as well as TCA across Canada, after very considerable experience in air travel over the world I can say my opinion is: Timbuktu was, financially, good."

—(London) Foreigner Clinton

"The high standard of efficiency...ground and aloft"

"The high standard of efficiency, courteous service and comfort remain unsurpassed. As a veteran of many flights I would like to commend you on the calibre of your employees, ground and aloft."

—Fleming Clinton (Edmonton to Vancouver)



"Behind the Scenes"

Technicians of many skills keep TCA's whole fleet "young"

Of TCA's 8,500 employees, 3,500 are technicians tending the fleet! Most of them you never see. Yet together they play an astonishing role. For instance, this year new Super Constellations and new Viscounts will year TCA's fleet capacity a whopping 35 per cent. Yet in operational efficiency these gleaming new aircraft are no "newer" than veteran North Stars.

Why? The answer is Preventive Maintenance, as carried out by throngs of TCA technicians at Montreal airport and the Winnipeg Overhaul base — one of the best-equipped in the world.

Every component part of every engine, propeller, fuselage and accessory in every TCA aircraft has its fixed "life-span." Nothing is allowed to age — it's replaced. At each periodic overhaul the records are consulted, the age of each part is noted, if the "TCA" life has expired it comes out, though apparently in perfect running order!

Keeping TCA's magnificent fleet new and "young" as well as keeping it flying perfectly — that's one of the achievements of TCA's army of skilled technicians "behind the scenes."



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In the Vanguard of Vancouver Island's Industrial Progress
VMD FIRST Ashore and Afloat

The great achievements in the ninety-two-year history of one of Victoria's oldest industries, steel, are many. And the list of milestones should make us all feel just a little more proud of our island home. Consider these "firsts" on Vancouver Island—8,400-ton steel cargo ship during First World War and 10,000-ton ship in Second World War—first "Influence Grade" line Saseeter, Destroyer Escort, and the first "Influence Grade" line waterworks mass-produced pipe, pulp drier, cast steel Turbine Ring, Propane bulk Storage Tank, whole and fish reduction machinery—and the first Boiler Plate Rolls in British Columbia capable of rolling 3" plate. VMD has grown great in stature and service because of the foresight of its founders, the craftsmen and workers who are part of it, and the sound management, business acumen, and vision of the Island subsidiary, Harsco Foundation, and Englehard Corp. Co. Ltd.

In peace and in war, VMD serves the ever-expanding industries of the Pacific Northwest—ashore and afloat.



First 3,500 Ton Cargo Ship.
First World War Built and Launched on Vancouver Island
Ss. "CANADIAN WINNER" launched by Harbour Marine Ship
yard, VMD subsidiary, 1918/1919 First of two Steel Vessel
built during the latter stages of First World War.



First "Influence Class" Mine Sweeper
Built and Launched on Vancouver Island
H.M.C.S. "COMOX" completed and turned over to the Royal Canadian
NAVY, March, 1954.



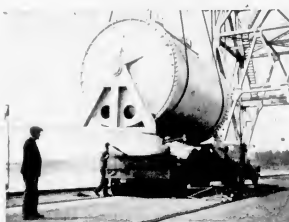
First Large Diameter Waterworks Mass-Produced Pipe on Vancouver Island
This Plant is capable of producing one-half mile of 36" pipe per day.



First Pulp Digester Built on Vancouver Island
This vessel was built to the order of Canadian Forest Products, Vancouver, B.C., for their Port Mellon Pulp Mill Operation. The vessel was manufactured from heavy 2½" and 2¼" plate, fully x rayed and stress relieved. The digester weighed 50 tons.



First and Largest Destroyer Escort Vessel
Built and Launched on Vancouver Island
H.M.C.S. "TERRA NOVA" launched June 21, 1955



First Whale and Fish Reduction Machinery.
Reduced on Vancouver Island and sold all over the world.



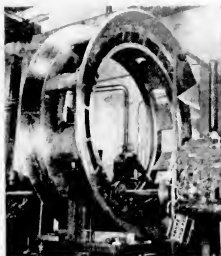
Propane Bulk Storage Tanks
First Built on Vancouver Island
VMD are the largest suppliers of these vessels in Western Canada.



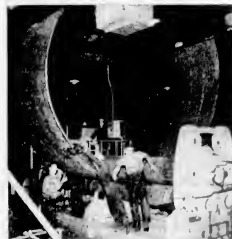
First 10,000 Ton Cargo Ship
Second World War Built and Launched on Vancouver Island
So "FORT CAMOSUN" launched Feb. 21, 1942. First of 30 Cargo Vessels
Tarkona and Merchant Ships built during Second World War period.



First Gale Vessel
Built and Lunched on Vancouver Island
H.M.C.S. "Portia de la Reine" turned over to the Royal Canadian Navy
October, 1902.



First Cast Steel Turbine Ring Built on Vancouver Island
For John Hart Dam



First Boiler Plate Rolls on Vancouver Island or in British Columbia capable of rolling 3" Plate
Photo shows rolling high tensile 2½" thick boiler plate.



MEN OF VMD

[illegible]

**VICTORIA
MACHINERY
DEPOT CO., LTD.**

Vancouver's Mayor Custom Ports

Grew Busier
Year by Year



Imports and exports through British Columbia custom ports—
Exports—Imports—
1946 \$275,000,000 \$175,000,000
1947 280,000,000 180,000,000
1948 290,000,000 190,000,000
1949 300,000,000 200,000,000
1950 310,000,000 210,000,000
1951 320,000,000 220,000,000
1952 330,000,000 230,000,000
1953 340,000,000 240,000,000
1954 350,000,000 250,000,000
1955 360,000,000 260,000,000

Mayor Frank Clark, as shown in the photograph, is the author of the report on the growth of the custom ports of Vancouver. The report states that the ports have grown by 10 per cent in the last year.

DEPARTMENT OF MUNICIPAL AFFAIRS

Municipal government is now big business. This year the municipalities in British Columbia spent in the tens of millions of dollars on their municipal duties.

Because of the size and continuing expansion which must exist on the part of the municipalities, the Department of Municipal Affairs is now a large department. It is responsible for the administration of the municipalities and for the provision of services to the municipalities.

The Department is the medium of communication between the municipalities and the Provincial Government. It is responsible for the administration of the municipalities and for the provision of services to the municipalities.

Each year, clients are made to visit each municipality in British Columbia to give the state assistance and advice. This particularly applies to the smaller municipalities.

Regulation laws have been and are being framed in the several areas of municipal government in order to give to the municipalities the best possible service. The Department is responsible for the administration of these laws and for the provision of services to the municipalities.

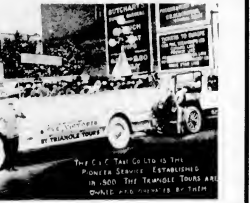
The Department is also responsible for the provision of services to the municipalities. It is responsible for the administration of the municipalities and for the provision of services to the municipalities.

THOM W. BLACK,
Minister of Municipal Affairs.

J. E. BROWN,
Deputy Minister of Municipal Affairs.

THE SAME SERVICE FOR 55 YEARS!

SERVING THIS AREA FOR OVER HALF A CENTURY—C & C TRANSPORTATION SERVICE IS WELL KNOWN THROUGHOUT THE LENGTH AND BREADTH OF VANCOUVER ISLAND!



The C & C Taxi Co. Ltd. is the only taxi company in the area. It is the only company that has been in the area for 55 years.

An early sighting of the C & C Taxi Co. Ltd. is popular in Victoria's past and it is today. One of the highlights which makes Victoria so attractive to the tourist.

- * SIGHTSEEING TOURS
- * AIRPORT BUS SERVICE
- * TAXIS
- * U-DRIVES
- * PICK-UP AND DELIVERY SERVICE

C & C's fleet of modern vehicles provides every convenience to the tourist and to the residents of this area—from immediate ambulance service to a leisurely tour of the city by limousine or drive-yourself transportation.

C & C TRANSPORTATION SERVICE LTD.
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B.C. Hospitality Draws Growing Tourist Influx

Officially regarded as British Columbia's fourth industry, tourism in the province is not merely a juggling act of putting up colored posters and waiting for the dollars and cents to roll in from abroad.

As far as attractions are concerned, British Columbia may still be regarded as a somewhat embarrased New York visitor who dares to admit to a small number of tourists that they are not as good as the ones in the United States.

But visitors to the top of the list for tourist duty come of the United States. A recent survey this year shows:



Nothing Like This At Home

Tens of thousands of pictures just like this are to be found in photograph albums in American homes from one end of the country to the other. This is Thunderbird Park in Victoria where many visitors get their first glimpse of

native Indian work of this sort. Photos like this, shown to friends and neighbors back home, help to bring ever-increasing numbers of tourists to this vacation land.

Shoppers have launched an aggressive advertising campaign. Europe has opened its doors to visitors from abroad, making the precious dollar that will help to stabilize post-war economy.

Japan is back in the arena and target and travel have again all set off for the United States. Multiple discounts have not been idle.

Negative advertising, radio, television, private travel firms, newspaper articles and tourist stories have all been part of a policy to tell prospective guests just what to expect when they decide to spend their vacation in Canada's west. What has been most surprising, however, is the information that B.C.'s guard book signatures increase targets by word of mouth recommendation.

THEY WANT TO RETURN
Summary of the same survey, not one person indicated that he would not come back to British Columbia. More than half declared they definitely would make a return visit. The remaining percentage said they likely to probably would.

Three years ago the total of new British dollars circulating in British Columbia was estimated at \$2,000,000.

In that year, 107,506 American cars with north four seat permits each, crossed the border. The average expenditure per person per day was estimated at \$4.00 per dollar spent.

In all, merchandise collected 20 cents, restaurants 22 cents, accommodation 17 cents, gasoline 12 cents, theatre 12 cents, and other 12 cents. These cents went to various businesses.

That influx accounts only for the tourist and not the business traveler. Under a similar method of compilation, more than 2,000,000 goods valued provincial economy by more than \$70,000,000 during 1954.

Some 15,000 people gained a direct livelihood as auto, hotel and resort workers. An increasing number also obtained seasonal employment.

Seasonal employment applies not only to the thousands in directly affected by tourism



View From Causeway Remembered World Over

Tourists from all parts of the world walk down this street in summer, admiring the beauty of Victoria's inner harbor. British Columbia's capital city has one of most beautiful harbors in the world. Parliament Buildings shown here, faces one side of harbor.

and by old Empress Hotel, another. Visiting sightseers may be up in this sheltered basin and be minutes' walking distance from the heart of the downtown business district.

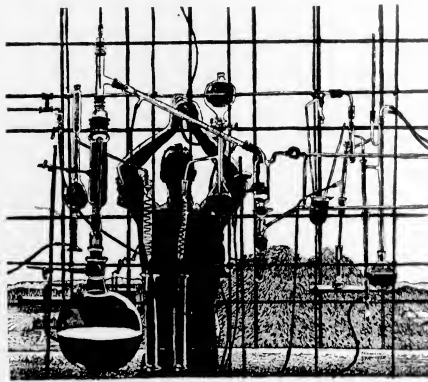
But also take into account such things as hunting and fishing sports, spent an estimated 30 million per day of tourism. Hunting and fishing licenses at the average of the tourist in the province is reflected in the fact that the province's total income from these sports, complete and partial game development and the attention given to highways with tourist potential.

Seventeen new parks have been developed during 1954, bringing the province's park system to 5,000. Park visitors increased more than 10 times in 10 years.

British Columbia's tourist trade is the first in the west and second in the world. Rightly so, for in British Columbia, extensive planning has been treated as a sense of modern industry, a vision and a constant close cooperation with the visitor in making his trip a pleasant and profitable one. Building that every visitor considerably increases in value has been made more than a slogan. Social officials who take care of the successful development of the province's tourism are given

SHORT HANDS
Faced with a comparatively short season, the province is also obliged to tackle the main here is made obvious by the north job well in advance and growing numbers who refer to also make provision for those British Columbia as a friendly tourists whose preliminary hospitable country.

Search for Secrets



Designed by Francis & Atchley, B.C.

Wood is one of the most complex substances known to man. From history's earliest days it has been prized as among the most useful.

Today, in addition to its many uses in the field of building products and fuel, it has become an essential raw material in manufacturing a vast range of products.

Wood is utilized in making paper, textiles, explosives, alcohol, turpentine, photographic film, plastics and sponges.

Still the search for new uses and new applications for this great natural resource goes on.

Columbia Cellulose is proud of the part it plays in this scientific search, and also of the companion work on newer and better techniques in forest management and mill operation.

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GOLDEN ANNIVERSARY YEAR FOR BRITISH COLUMBIA CEMENT CO. LTD.

Celebrating 50 Years of Operation on Vancouver Island

The plant which has changed the skyline, shorelines and streetlines of this province—B.C. Cement Co. Ltd., was first organized in 1905 by Robert Pim Butchart, whose vision and unlimited energy led to the development of one of the greatest industries in the west.

Fifty years ago, the first cement to be manufactured west of the Great Lakes was sacked at Tod Inlet, 13 miles from Victoria. The plant had a daily capacity of 300 barrels. Today, this greatly expanded operation is carried out at Bamberton, a village nestling under the Malahat. The annual output is 2,200,000 barrels.



EDWIN TOMLIN
Who founded the company in 1905
as president of B.C.
Cement Co. Ltd.



NIGEL A. TOMLIN
Who became president in 1948
and has guided the company's
reconstruction expansion.

Impressive Contribution to B.C. Development Has Been Made by Cement

Throughout the province, there is evidence of the importance of cement derived from the Bamberton plant. In great office buildings, hotels, hospitals, grain elevators and cold storage plants in Victoria, Vancouver, Prince Rupert and New Westminster, in lodges and dams, and thousands and thousands of miles of sidewalks, curbs and roadways, big docks like those at Ogden Point in Victoria and many jetties out from the shoreline at Mainland ports.

The craning dock at Esquimalt, fourth largest in the world, the huge naval structures at HMCS Dockyard and HMCS Naden, as well as fortifications and airports are evidence of how cement plays a national defence. And everywhere, in hamlets and cities, you see basements of homes, foundations of great warehouses, garden pools and bird baths, the corner gas station and on and on... telling of an industry which provides a material which is vital to the structure of a nation.



ROBERT PIM BUTCHART
... founder of the cement industry in B.C.



Bamberton as seen today, showing the plant which produces 2,200,000 barrels of cement annually working as it does under full power. The plant employs 250 men, most of whom live in Bamberton, the village which came into being through the development of B.C. Cement.



Bamberton first plant as it looked soon after operations began in 1905 with capacity of 300 barrels a day. Steamer, alongside is Charmer, original built ship between Victoria and Vancouver.



NORMAN SHEWRING
Sales Manager



JAMES GLASFORD
Treasurer

LOOKING AHEAD TO GREATER SERVICE

What does the future hold for B.C. Cement? A group of young, aggressive and competent executives, headed by Nigel A. Tomlin, looks forward to a glorious future as this province moves into the greatest expansion period in its history. The secretary and purchasing agent of the company is Alfred Mendum, James Glasford is treasurer and Norman Shewring sales manager. Reginald Haskins is works manager and general superintendent at Bamberton.

These men look for great changes in the next 10 years. The stupendous value of British Columbia water power is only beginning to be appreciated. Kallitani has demonstrated this, and what has been done there will be repeated in probably smaller undertakings in many parts of the province. Our cities will continue to expand and thousands of new people will take up residence in areas like the Saanich Peninsula.

B.C. Cement Co. Ltd. contemplates this growth and is preparing plans to expand its services to meet the demands of a province ever on the march.

These plans provide for extension at Bamberton to boost production to 3,000,000 barrels annually by 1956, the next phase of expansion includes the construction of a second works, which will proceed as soon as the market requires.



ALFRED MENDUM
Secretary



REGINALD HASKINS
Works Manager and General
Superintendent at Bamberton

STILL STRIDING AHEAD WITH THE PROVINCE OF B.C.

— FAMOUS —

FERROCRETE—HIGH EARLY
Rapid Hardening Cement

ELK BRAND
PORTLAND CEMENT

MONOCRETE
Waterproof Plastic Cement

BRITISH COLUMBIA CEMENT COMPANY LTD.

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Rail and Ocean Shippers to All Ports

WORKS: BAMBERTON, SAANICH INLET



Fishing Industry Adopts New Look

Many Changes Figure In Post-War Period

If there is anyone left who still looks at the fishing industry as a simple, unchanging one, he is in for a rude awakening.

The industry is undergoing a complete re-orientation, and the changes are being made so fast that many of the old-time fishermen are finding it difficult to keep up.

The fishing industry has taken on a new look since the war. It is no longer a simple, unchanging one, but a complex, changing one. The changes are being made so fast that many of the old-time fishermen are finding it difficult to keep up.

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years ago the economy manager

attempted to give guidance to the boats that unloaded at his wharf. Today almost all the

operation is controlled by a "fisher" who is located in the

quarry dock, and the fisher

is in charge of the entire operation. The fisher is in charge of the entire operation. The fisher is in charge of the entire operation.

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A Fraser River pier. (Photo by I.C. Goss, Travel Bureau.)

PUBLIC WORKS

The Department of Public Works is responsible for the design, construction, maintenance and operation of all Provincial Government buildings throughout the Province of British Columbia.

Buildings include Court Houses, Mental and Tuberculosis Hospitals, Homes for the Aged, Health Laboratories, Schools for the Deaf and Blind, Gink and Police buildings, Correctional Institutions, and all Government offices. In cooperation with all these buildings the Department is responsible for power plants and ancillary services.

Other branches of Public Works include the Department of Electrical Engineering, responsible for all electrical installations, the Buyer Inspectors' Department having a similar function in regard to buying installations, together with the administration of the Gas Act.

All told, the Public Works Department looks after approximately \$100,000,000 worth of buildings each in its various aspects serving the expanding needs of the Province.



Department of Public Works

Province of British Columbia

305 W. N. CHANT C. D. CAMPBELL, Minister Deputy Minister

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But perhaps the most important change is in the manipulation of the operation itself. Two

changes are being made so fast that many of the old-time fishermen are finding it difficult to keep up.

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A Warm Welcome to

THE NATIONAL ASSOCIATION OF SECURITIES ADMINISTRATORS

THE MEETING of the National Association of Securities Administrators now being held in Victoria demonstrates the widespread attention which is focused today on the industrial growth of British Columbia and the future investment potential of this Province.

The Canadian Bank of Commerce welcomes the representatives of the Association to the Convention with particular pleasure and pride. We have been linked up with the economic life of this Province through many generations.

Ever since 1862, we have been closely associated with the development of British Columbia. From the outpost community of 93 years ago, when we established our first connection in Victoria, we have expanded our banking service to keep pace with the tremendous growth of this Province. Today, out of the total of more than 700 branches maintained by The Canadian Bank of Commerce across Canada, 100 branches serve the industries and people of British Columbia.

THE CANADIAN BANK OF COMMERCE

100 Branches in British Columbia



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PIONEERED TV IN VICTORIA . . .



When stripped chassis in work-shops were striving to pick up the first uncertain television signals here on the island, SIMS engineers were working in produce an antenna designed to bring you clear, undistorted reception. Step by step SIMS has met every problem, leading the field through constant research, perfecting this famous antenna to meet local conditions.

The GRANT SIMS SYSTEM, Type A, is the only antenna in all-Canadian production.

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\$22,500,000 Spent On New Hospitals

3,300 Additional Beds Provided in Six Years

British Columbians have built \$22,500,000 worth of new hospitals since 1949, the purpose was to give unhindered access to medical care to all British Columbians, no matter how remote the area.

Another \$10,000,000 worth of new hospitals is planned for the next six years, and the province is now looking for the future.

The report, which was prepared by the Health Services Commission, says that these expenditures will provide for the province's needs.

One of the big advantages of the scheme, right from the start, was the fact that it would provide a high standard of hospital care for all.

Between 1946 and 1952 only one new hospital was built in the province, and in all B.C. a hospital was built only once in 10 years.

From 1949 to 1955 over 3,300 additional beds were provided in the province, and the cost was \$22,500,000.

This amount the provincial government paid half, the remainder was covered by the federal government, and the federal government gave \$100 for each acute bed, \$150 for each chronic bed, and \$200 for each nursing home bed.

The province now has 7,175 hospital beds, and the Health Services Commission estimates that the province will have 10,000 beds by 1960.

The new construction has ranged from a new 100-bed hospital at Nanaimo, to a massive addition to Vancouver General Hospital costing \$6,000,000.

Hospital construction this year will cost over \$10,000,000, and the first year of hospital in service will cost \$1,000,000.

Before that for many years, the province had no hospital, and the cost of care was borne by the individual.

There was an urgent need for hospital services, and the province was faced with the task of building a new hospital.

It all led to the start of the hospital program in 1949. From that time on, hospital construction started in earnest, and the province was able to provide a high standard of care.

The first hospital in the province was built in 1949, and the first hospital in the province was built in 1949.

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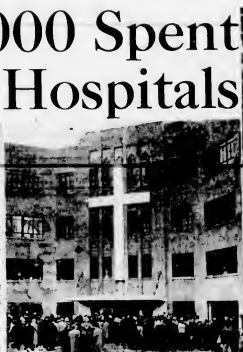
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Addition to St. Joseph's

This photo was taken March 10, 1952, when new addition to St. Joseph's Hospital, Victoria, was dedicated and blessed. This unit, containing offices, staff dining room, emergency ward, children's ward and operating theatre, cost in the vicinity of \$750,000.



Fine Hospital For Veterans at Victoria



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A complete modernized bus system has been operating in Victoria since 1949, the purpose was to give unhindered access to medical care to all British Columbians, no matter how remote the area.

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Serving Alberni Region and West Coast

One hundred and fifty bed West Coast General Hospital at Port Alberni was formally opened in November, 1952. Building cost close to \$1,000,000. First West Coast hospital was established in 1912. Clinics of Alberni valley contributed \$15,000 toward the cost of this building when it became obvious old hospital's days were numbered. (Photo by Anton.)

One hundred and fifty bed West Coast General Hospital at Port Alberni was formally opened in November, 1952. Building cost close to \$1,000,000. First West Coast hospital was established in 1912. Clinics of Alberni valley contributed \$15,000 toward the cost of this building when it became obvious old hospital's days were numbered. (Photo by Anton.)

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in

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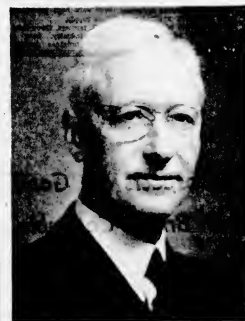
British Columbia farmers produce annually a wide variety of quality agricultural commodities valued at well over \$100,000,000. This output requires goods and services which directly support a number of important industries, including Alabaster and Meat Processing Plants, Poultry and Creameries, Fruit and Vegetable Packing Houses and Canneries, Seed Houses, Box and Shook Factories and many others.

Steady employment is provided for many thousands of the provincial labor force—a valuable contribution to British Columbia's economic welfare.

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It has been our privilege to observe personally that great period of development, and as we approach the half-century mark in our service to the public, we have a feeling of deep pride in being part of one of Canada's most progressive provinces.

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\$120,600,000 in New Classrooms

British Columbia has spent \$120,600,000 on new school construction in the last decade.

In the next 10 years it will add B.C. schools (this represents about 1,000 classrooms) that will be built outside the province, money when it's received B.C.'s entire budget in 1945 was a little over \$100,000,000.

But other analysis shows expenditures are not out of line with B.C.'s manufacturing economy.

In other words, three times as many elementary schools, class-rooms in 1965 and 1964, than in 1955. This means at the present 12-rooms and teachers were required.

Up to about last year the high schools had not been altered in any great extent because few of the children had reached the age of 14.

The high school graduating class for every 20 pupils in 1965 and 1964, than in 1955. This means at the present 12-rooms and teachers were required.

But students are starting to pour into the secondary grades in large numbers. Average cost of a high school classroom is \$2,000 a year. Education officials estimate a 10 per cent increase in the number of classrooms will have to be built annually, possibly for 15 or 20 years.

Education is particularly important in B.C. because of the large and expanding high school and university enrolment. (Young people go further in school, that is, they go to higher grade, than any other province.)

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SCHOOL COST MOUNT

The experts who figure the nightmare of estimating accommodation needs can provide some startling statistics.

For example, in 1965 or '66 a new school construction in B.C. cost a mere \$35,000. By 1971-72 it had escalated to \$1,900,000.

Classrooms were projected in 1964-65 when new schools cost \$1,900,000.

There was more to come—the figure doubled to \$1,200,000.

But the current B.C. government has paid new school construction with \$100,000,000.

The provincial government pay half this amount, and the remainder is raised on the local level by money to local.

It was quite a climb, but it's not over yet—not by a long way.

10 YEARS AHEAD

Authorities predict B.C. will have to spend \$15,000,000 to \$20,000,000 a year to build new schools for 15 or 20 years to come.

Said one expert: "After 1965 the current B.C. government has paid new school construction with \$100,000,000.

The provincial government pay half this amount, and the remainder is raised on the local level by money to local.

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- HEARTH TILE
- FENCE AND COMMON BRICKS



Fine Schools For B.C. Youth

Typical of the new junior high schools, which are being built in the larger communities of the province, is the Central Junior High School in Victoria, on site of the original Victoria High School, it was completed in 1954.



Fine modern, airy classrooms are the aim of the architects of B.C.'s elementary schools, of which this one at Strawberry Vale is a good example.

Buslines Link-Up Island Developments

The industrial and commercial development on Vancouver Island during the past 10 years has been matched and even antedated by the transportation facilities.

New, modern, motorized equipment has been constantly purchased during the period by Vancouver Island Coast Lines.

The Coast Lines was the first bus company in Canada to use the first Bendover on the West Coast of the island via Rhinoceros Island and operate "air" ride coaches.

Kopping pay with the growing demands for public passenger service, the number of schedules in operation have been doubled since 1951.

Coast Lines inaugurated two round trips daily between Victoria-Nanaimo, four round trips daily between Nanaimo-Port Alberni, and four round trips daily between Port Alberni-Vancouver, providing through baggage facilities and motorcoach and steamship transportation under one ticket.

Present schedules offer round trips daily between Victoria-Nanaimo, and two each between Nanaimo-Port Alberni and Port Alberni-Vancouver.

PAST ROUTES STAYED

It was in 1945 that the Coast Lines inaugurated their famous "Steamship-Land" service, and here again, the local company was the first in North America to provide a day-limited service, now one of B.C.'s largest operation between cities. In 1945, in January 1953, the company's "Steamship-Land" service carried 12,221 passengers from the mainland, B.C. and the western coast of the United States to the island during the day, then used up fuel in rapidly approaching morning.

The expansion of the highway system to the west and to the island, by a 4000 ft. road, has enabled Coast Lines to pioneer and develop new routes. The first of these is from 50 to 210 units.

By the opening up of the to handle the revolutionary new Soyuz Valley road of camp service.

Opportunity In New Centres

Agricultural activity in central British Columbia may be expected to increase to meet part of the food requirements of the new communities.

It is estimated that before 1971, the district, Municipality of Kitimat will have a population of 20,000, probably to reach 40,000 by 1980.

The school population is estimated to be on the average of 1,200 a year.

But take a peek into the future which we'll see government. By 1950-60, it's estimated that there will be 200,000 children, by 1965-70, 325,000, by 1975-80, 450,000.

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HIGHWAYS TO PROGRESS

The future progress of British Columbia and the standard of living of our people is vitally linked to the highway system that serves the many corners of this Province.

B.C.'s admirable highway system comprises 23,500 miles of good roads—3,219 of them hard surfaced and 7,724 of very good gravel surface. The Department of Highways pledges to continue its policy of maintaining and improving present highways and planning new and better highways so as to achieve a network that will be satisfactory to the needs of the industry and the population of this Province.

PLANS INCREASED

Large expansion has also been planned for the North Island. The Island Ferry in 1965 to a day-limited service, now one of B.C.'s largest operation between cities. In 1945, in January 1953, the company's "Steamship-Land" service carried 12,221 passengers from the mainland, B.C. and the western coast of the United States to the island during the day, then used up fuel in rapidly approaching morning.

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DEPARTMENT OF HIGHWAYS
PROVINCE OF BRITISH COLUMBIA
HON. P. A. GAGLIARDI
Minister

EVAN JONES
Deputy Minister

Like B.C.—we're building for the future

Because we of The Bank of Nova Scotia are proud to be partners in the growth of this province, we are busy expanding our service to provide not only for today, but for the future.

As part of that expansion, we are building an impressive new Main Office in Vancouver. Already there are 16 branches of the Bank in that city—10 of them new ones. Throughout the province there are 40 BNS branches to give you the kind of service you expect from The Bank of Nova Scotia.

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Two Big Engineering Feats



This S-shaped wooden trestle spanning the Alwyn Creek is one of the spectacular sections of the new CNR line linking Terrace with Kitimat. (CNR photo.)



Extension of the B.C. Electric's Lalo hydro-electric storage dam on Bridge River is expected to be completed by October. Company has spent \$6,000,000 to double the bulk and triple the length of this dam. New length of dam is 3,300 feet. It impounds enough water to turn five turbines year around. (Jack Lindsay photo.)

166 Miles New Track

Rail Advance Led By PGE

The industrial expansion of the last decade has witnessed a resumption in the building of new railroad tracks in the province. The railway has many developments on the government-owned Pacific Great Eastern Railway, the only north to south line since the two transcontinental routes across the province east and west were abandoned.

The \$25 million PGE has been planning to extend the line to Prince George where, for the first time it was linked up with the transcontinental system. This was completed November 1, 1952.

Another \$10,000,000 now is being spent on the 40-mile stretch between Terrace and Kitimat in North Vancouver where it will also link with the main line. And on the drawing boards for an early start is a \$30,000,000 further extension to the north from Prince George into the heart of the Peace River territory.

The "ALUMINUM LINE" was a similar C.P.R. spur line from Terrace to the giant aluminum smelter at Kitimat. At a cost of \$10,000,000, this was completed and opened this year and gave Kitimat its first ground link with the outside world.

It will haul supplies and materials to the aluminum town and take out some of the finished products. Alcoa itself has installed eight miles of track to its yards.

CHANG-OVER TO DIESEL. There have been two other major developments in the rail road picture.

In line with the rest of the nation there has been almost a complete changeover from steam locomotives to diesel.

And in the logging industry about 50 per cent of the rail road traffic has been abandoned as heavy trucks took over the log hauling jobs.

PGE led the way in dieselization. The line is 100 per cent dieselized, with a total of 12 locomotives, and three more on order. Average cost is \$170,000, but operating economies are estimated at 50 per cent over steam operation.

Alcoa's experimental off-railroad electric haulage system is estimated that 70 per cent cost savings will be realized through B.C. today is hailed by diesel.

This compares with less than 30 per cent for the nation.

The Canadian National and the CPR have been planning dieselized transcontinental passenger hauls while the PGE territory has also adopted the more economical driving units.

Canadian Pacific's first complete dieselization program was carried out on the Esquimalt and Victoria line. For several years all E and N trains have been driven by diesel units.

The saving in diesel has made possible time tables, no shunting and stopping on passenger lines, and sharp cuts in operating costs. Even the B.C. Electric, though the Alwyn Valley has been dieselized during the last decade, is still a steam line.

Total mileage of all railroads in B.C. today is 5,600 miles. This compares with more than 10,000 in 1945, because of the abandonment of rail lines which by logging firms.

First Chairman



SAM E. WESTON, chairman of the B.C. Power Commission, was established as a provincially owned non-profit making power undertaking in 1945. Its first chairman, Dr. J. H. McLean, was succeeded by Sam Weston, under whose leadership the B.C. Power Commission has developed a wide range of power projects. Mr. Weston resigned from the commission in 1954.

Notable Builder



RALPH PYLE, chairman of the B.C. Power Commission, was established as a provincially owned non-profit making power undertaking in 1945. Its first chairman, Dr. J. H. McLean, was succeeded by Sam Weston, under whose leadership the B.C. Power Commission has developed a wide range of power projects. Mr. Pyle resigned from the commission in 1954.



New Type Rail Car For E & N

Latest addition to the CNR fleet is the rail car powered by two 275-hp diesels. These cars which carry 80 passengers, accelerate to 50 m.p.h. in 35 seconds. The first of these cars is shortly to go into service on the CPR-owned Esquimalt and Nanaimo Railway.

B.C. Wines Use Local Fruits

Among the many industries in Victoria which can boast of remarkable progress in the last 10 years is the Grapes and Wine Company. The company formed mainly to take care of what was then a surplus of grapes, is now the largest winery in western Canada, exporting some of its products as far east as Quebec.

This progress and expansion was accomplished in the face of stiff competition from western and eastern Canada.

The history of the company goes back to a few years before the First World War when B. H. Lamont and his associates organized the winery to make logberry wine.

The company's next big expansion took place in 1922 when the plant began to manufacture grape wine for the first time. The grapes were shipped from the Okanagan Valley, the province's largest fruit-growing area. The company at the time obtained a distiller's license allowing it to manufacture spirits. It is the only winery in Canada which owns such a license.

Further progress took place in the last ten years when the company decided to expand its plant. A storage cellar for 120,000 gallons of wine was constructed in 1946 and two years later an addition was built on the plant for the manufacture of spirits.

Today the capacity of the plant is a million gallons. Early this year, the company was purchased by a three-man syndicate comprising prominent Vancouver business figures. The present company officers are: Francis V. Lamb, president; A. D. Laidlaw, vice-president; and Charles W. Lamb, secretary.

Air Travel Records Huge Jump

One of the best illustrations of the growth of air travel in British Columbia during the past 10 years is right at Victoria's Columbia door.

The little 60-mile Victoria to Vancouver air route, operated by Trans-Canada Airlines, carried more passengers last year than the combined total of all other airlines in the province. Last year 134,700 passengers were carried on the route, a 10 per cent increase over 1954. This year the route is expected to carry 150,000 passengers, a 10 per cent increase over 1954.

Expansion of Canadian Pacific Air Lines, the amalgamation of Pacific Western Airlines and Queen Charlotte Airlines, and the steady growth of private enterprise, have all helped to increase demand for the air travel of the past 10 years.

In 1947 TCA carried about 100,000 passengers and in 1954 it carried about 134,700 passengers, a 35 per cent increase.

CPA's 1954 fare was \$1.50, a 10 per cent increase over 1953. The company's 1954 fare was \$1.50, a 10 per cent increase over 1953.

By 1954 the volume of traffic now a week's work service had reached 180,000 passengers. The increase was due to the

extension of the company's air service between Vancouver and the Korean airlift which, following huge Alcan Company industrial inspection in 1950, made 700 passengers on the Seattle route. In 1945 CPA carried 12,513 passengers on its various routes, a 10 per cent increase over 1944.

By 1950 and last year it had jumped to 24,865. The recent amalgamation of the former PWA service, which has served freight and passengers to many remote spots in British Columbia, has helped to increase the company's passenger service.

In addition there are 13 air routes operating, non-scheduled, and charter services to most parts of British Columbia and the entire passenger capacity of the province's air service is now 1,000,000 passengers a year.

Many new construction jobs in the province have been completed during the past 10 years by the construction industry. The construction industry has been a major factor in the growth of the province's economy.

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55 YEARS

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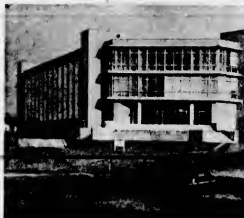
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University Campus Grows With City

The UBC campus is one of the best in the academic world, and in Vancouver town and gown have developed together. Since the war a medical faculty has, among others, been added to the University, and

Western Building pictures above is the home of historical science as well as the university's own hospital wards. (Govt. Travel Bureau Photo.)

City in Mad Hurry to Expand

Vancouver Fights Hard For Breathing Space

From the steep slopes of the towering North Shore Mountains, through the traffic-jammed canyon of the downtown section and out over the Fraser River delta, the hum and bustle of a growing city fills the air.

Highly built-up and heavily earth-moving equipment, piled up on the city's streets, is the picture of a city in a mad hurry to expand. The city's population is growing at a rate of about 10 per cent a year. The city's population is growing at a rate of about 10 per cent a year.

CITY MIGHTY THREATS
Vancouver is a city in a mad hurry to grow up. North, south, east and as far west as the Strait of Georgia will permit, Vancouver is expanding at a rate that sometimes troubles long-time residents who can get an idea of the extent of progress by looking at their morning tea table—just one small illustration of the city's growth.

North and West Vancouver, which were incorporated into the city in 1929, are expanding at a rate that sometimes troubles long-time residents who can get an idea of the extent of progress by looking at their morning tea table—just one small illustration of the city's growth.

There's a healthy interest in all this activity that sparks larger projects, bigger sales and prettier houses. The city's population is growing at a rate of about 10 per cent a year.

insurance against hospital bills!

British Columbia Hospital Insurance Service has been operating for over twenty years. As a result, the residents of British Columbia no longer worry about hospital bills, since all persons who have lived here for the year prior to admission in the present hospital are eligible for the benefit provided.

Hospital Insurance covers acute care in any general public hospital and provides on a voluntary basis, bed, dietary and nursing services, together with the use of all operating room or x-ray room facilities, surgical dressings and cast laboratory services, anaesthetic supplies and equipment, inpatient X-rays, most drugs and all other services provided by the hospital in which a resident is hospitalized.

Information about these and the "full province" benefits available upon request.

BRITISH COLUMBIA HOSPITAL INSURANCE SERVICE
Department of Health and Welfare

ERIC MARTIN Minister D. M. COX Commissioner

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Information about these and the "full province" benefits available upon request.

BRITISH COLUMBIA HOSPITAL INSURANCE SERVICE
Department of Health and Welfare

ERIC MARTIN Minister D. M. COX Commissioner

Great New Bridge Dominates Downtown.

The recently-completed Granville Bridge, built at a cost of over \$16,000,000 is a vital link between the downtown area and its most populous southern and western suburbs. Modern devices such

as elevators crisscrossing speed up the traffic on the bridge. Pictures show the bridge with the city, Burrard Inlet and North Vancouver in the background. (Govt. Travel Bureau Picture.)

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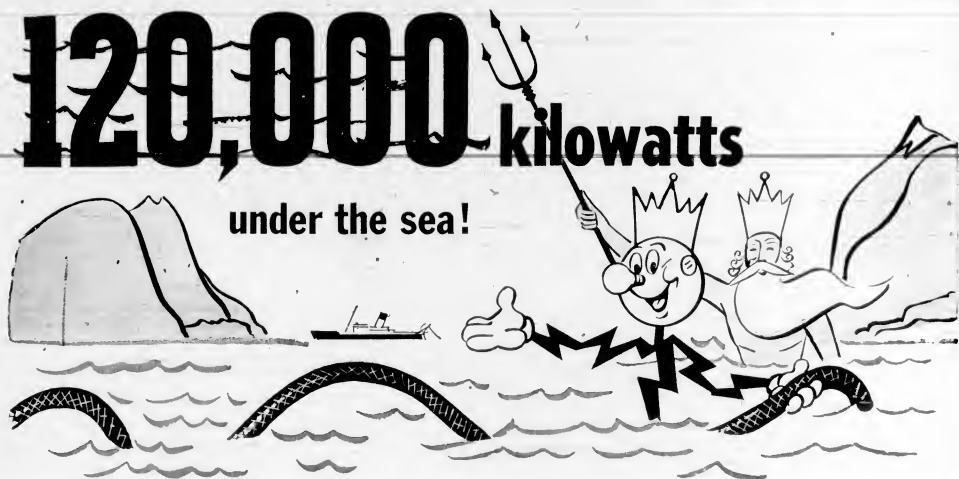
The Credit Bureau of Victoria was organized in 1911 and was known as the Retail Merchants' Credit Bureau. As the city grew and progressed the need for credit relations became more and more important. In 1951 the firm was incorporated and became the Credit Bureau of Victoria Ltd. with a staff of nine. Now the firm employs 30 persons in the reporting department and 11 in collections. 1,500 credit reports are made monthly.

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SUBMARINE CABLE TO VANCOUVER ISLAND PART OF B.C. ELECTRIC'S PROGRAM TO PROVIDE MORE POWER FOR BUSINESS MOVING TO B.C.

Industrial development has been taking place at an unprecedented rate of growth in British Columbia in the postwar years. On Vancouver Island, demand for electric energy grows rapidly, although hydro-electric development is limited. British Columbia's mainland, on the other hand, is rich in power resources.

The problem of bringing the benefits of the mainland's power supply to Vancouver Island has been solved. The B.C. Electric is going ahead with a submarine power circuit which will have the world's highest capacity of 120,000 kilowatts.

The 46-mile combination overhead and underwater circuit will be completed in mid-1956. It will operate at 132,000 volts. The four made-to-order cables comprising the circuit will be under water for 19 miles.

Hailed by B.C. newspapers as "the most significant electrical development in this Province," this cable link will solve immediate power problems on the Island. Further cable connections as required will allow industrial development there to proceed unchecked.

Plans for Natural Gas

The B.C. Electric is also ready to participate in another major industrial development—the early arrival of natural gas at the western Canadian coast. Plans call for early expenditures of \$20,000,000 on new gas receiving and distributing facilities in Greater Vancouver and the Fraser Valley. This will mean the benefits of natural gas will be available in those areas immediately the gas transmission line is completed.



Among the Highlights In 10 Busy Years

The B.C. Electric's development program since the war is one of the largest industrial undertakings in Canada.

In the 10 years ending in 1955 more than \$275,000,000 will be invested in new facilities to keep ahead of the unparalleled growth in population, industrial development and increasing trend to "electrical living."

The undertaking has involved tremendous physical problems, including some pioneer achievements in hydro construction engineering, which has increased generating capacity from 307,000 horsepower to 975,000 horsepower—all in a matter of 10 years.

For this record of achievement it is equally significant that the company has been able to borrow large sums of money, which represent the savings of thousands of individuals. It shows there is a general belief in a prosperous future for British Columbia; that investors regard the B.C. Electric as a well-managed company which will make expenditures prudently, be able to earn a reasonable return on their investment, and will retire the debt as required.

British Columbia Power Corporation, Limited
British Columbia Electric Company, Limited

small hole in a bank, so cold of tools and possibly c
ake. he said he almost froze to death. for food by prowling a
was Fear of smoke giving him away around nearby farms.

